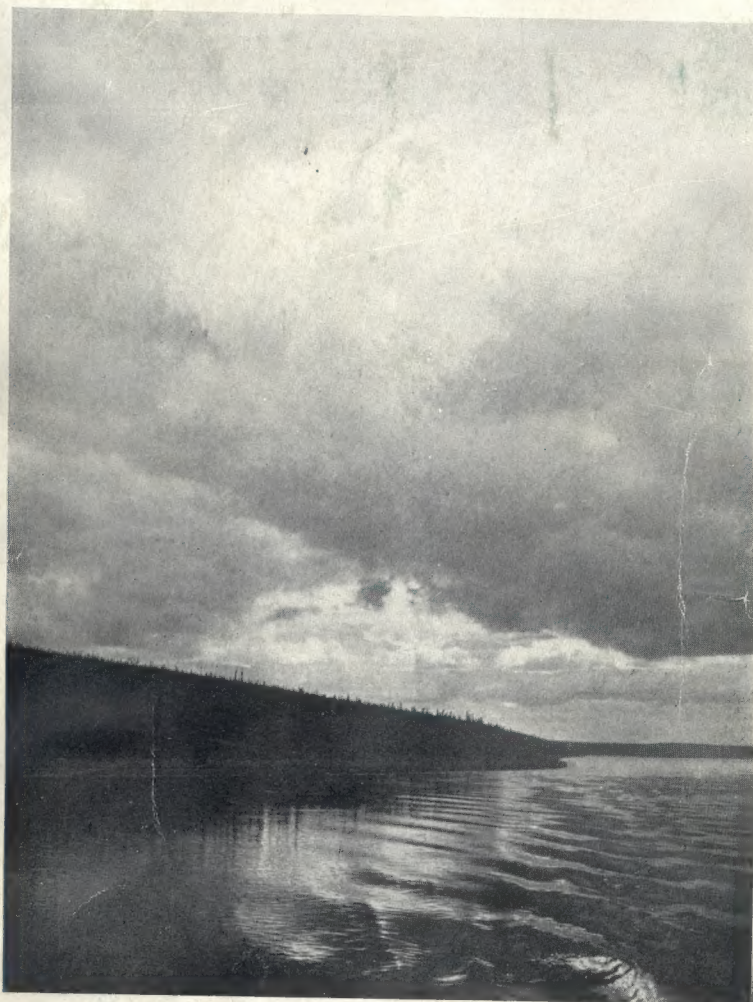


Nov 7, 1925 - June 30  
Sept 26, 1922 1927

# "The New North"

EDMONTON, "THE GATEWAY"



SUN IS SETTING O'ER LIMITLESS LANDS.  
(Midnight on the Mackenzie River)

F  
5797  
E2E55

PRICE, \$1.00

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Edmonton, Alberta

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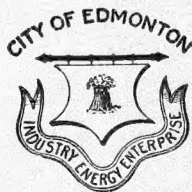
1930



# "An Empire In The Making"

THE RESOURCES and OPPORTUNITIES  
*of the*  
PEACE and MACKENZIE RIVER AREAS

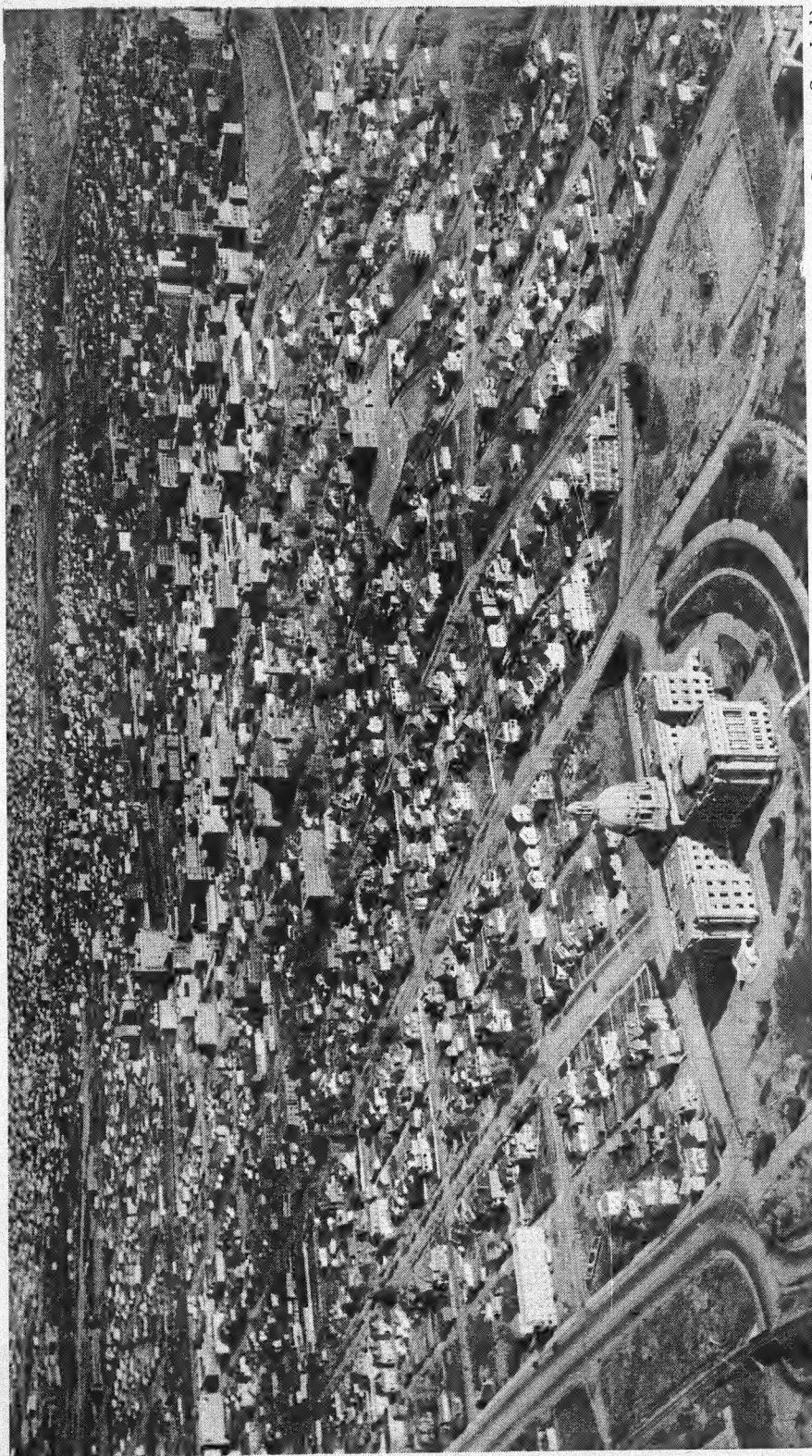
Edmonton -- The Gateway



*"I hear the tide of pioneers,  
Of cities yet to be,  
The first low wash of waves  
Where soon shall roll a human sea."  
(Whittier)*

∴ MAY 1930 ∴

EDMONTON—CITY OF DESTINY



(Courtesy R. L. Greene & Co., Ltd.)

Aerial View of Edmonton Capitol of Alberta

Copyright, W. J. Oliver, Calgary, Alberta.



# "The New North"

The past few years have witnessed tremendous progress in the Peace River and Mackenzie River Valleys. Huge territories previously characterized as "barren" lands are now recognized to contain much undeveloped wealth.

The known settled areas of the Peace have already proven their inexhaustable wealth, capable of sustaining a large population. In addition, the possible extension of these arable lands as far north and east as Great Slave Lake is now a known fact.

The great Pre-Cambrian mineralized areas of Northern Alberta and the North West Territories are now receiving much attention by means of aerial and ground exploration. It is conceded that this area is rich in mineral.

The advent of the aeroplane as a means of transportation has effected a complete change in transportation conditions north of Edmonton, and much unknown and unexplored country is now being mapped.

Edmonton is the logical centre and gateway to this vast domain. It has a commanding position as regards future trade and development, and its possible business and trading area now extends even to the Western Arctic.

This booklet is designed to give reliable and direct information concerning the opportunities and future prospective development of the New North.

F. S. WRIGHT,

Town Topics Publishing Co., Publishers.

740 Tegler Building, Edmonton.

*-(All rights reserved)*

876818

# GENESIS OF FERTILE PRODUCTION

Articles of an Agreement for a Deed of Land from the Beaver  
Indians to William Shaw. This first May in the year  
of our Lord, one thousand eight hundred and forty two.

Article 1<sup>st</sup>

As a mark of our regard and attachment, we hereby relinquish and cede all  
claim, right, title, to him, and to his heirs for ever of a tract of land, situated on  
the Banks of Little Red River, below the falls of Peace River.

Article 2<sup>nd</sup>

The said tract of land is to contain Nine Miles square, beginning at the entrance of said  
Little Red River, running up stream, bounded by the Banks, forming the nine square miles  
on each side of the Little River, which are Representatives, possessors of the soil of this part  
of our Country now made over this cession as stated above Article 1<sup>st</sup>

Article 3<sup>rd</sup>

William Shaw on his part and entering possession, and carrying farming operations, is to remove  
the dead bodies, ancestors of said Beaver Indians, found on his claim, to a secluded spot beyond  
the boundaries of the land so ceded. — In Testimony thereof we Beaver Indians have  
affixed our names in presence of William Shaw and Henry, this 1<sup>st</sup> May 1842.

In presence of William Shaw  
and Joseph (Beaver Indians)

Went Mappete alias Makahet, Chief, his name  
Shewing, alias Peter, Coup, in the  
Tapester, alias Sa Kuning, in the  
Beaver Bands

1842

Facsimile of  
First Land  
Agreement in  
the Peace River  
area between the  
Beaver Indians  
and  
William Shaw

This agreement  
was executed  
1st May, 1842.  
It was written  
on moose hide  
and is still in  
existence



## OPENING UP A NEW EMPIRE



Alberta is opening up a New Empire. No words can adequately describe the great area of the Peace River Basin. It must be seen to even get a superficial idea of its tremendous possibilities.

The only comparison which perhaps can be made is to consider the extent of the three Western Provinces—Alberta, Saskatchewan and Manitoba and their present development and then to compare their area and fertility with the still greater potential area of the Peace River. From the head of this famous river to its mouth there are large unbroken stretches of park, prairie and other lands for a distance of some 800 miles, and even this mileage could be continued another 250 miles to the shores of Great Slave Lake. To the north and south of this line many more acres of land are available.

The settled portions of the Peace, only a fringe at present, are well served with excellent railways, roads, cities, towns and villages, and these areas already justify the claim that the Peace

### THE MAJESTIC PEACE RIVER



is, as Sir Henry Thornton, general manager of the Canadian National Railways, remarked "an empire in the making." Its splendid yields of cereal grains, stock and other farm products; its still further potential assets in coal, oil, minerals, timber and other industrials, confirm all that is claimed for the Peace.

That the next great movement of population will be Northward and Westward from Edmonton, is the forecast of considered opinion. Progress today is of such a rapid nature as to be astounding. The greatest taking up of homestead lands in the history of the west is now occurring in the Peace, and the people going into this great area represent the best of pioneer stock. Where a few years ago the ox cart was the only means of entry a motor road now extends from Edmonton into the Peace River Block in British Columbia, some 600 miles from Edmonton.



**HON. J. E. BROWNLEE**  
Premier of Alberta



**Parliament Buildings, Edmonton**



## **ALBERTA, WHERE OPPORTUNITY AWAITS ALL**



Alberta's greatest claim to the attention of the world has been established by its contribution to the world's food supply. Of the sixty million of acres of productive agricultural lands within the boundaries of the Province, only about one-fifth has as yet been turned by the plough. Alberta's wheat and other cereal grains have established their supremacy in point of quality over all competitors, and its fertile soils guarantee a bountiful yield for many years.

### **New Lands to the North**

One of the greatest assets the Province possesses is the almost unlimited expanse of land stretching far into the north, into which the march of agriculture is steadily forcing the boundary of the productive area. Surveys of this part of Alberta, which include the valleys of the Athabasca, the Peace and other rivers, show that there is still available for cultivation thousands of acres of land quite as suitable for agricultural development as much as that more centrally located which is recognized as being unsurpassed in any part of the world.

Federal Government statistics place the area of the Peace River agricultural country at 47,000,000 acres, which is almost twice the acreage from which Ontario derives an annual agricultural production worth half a billion dollars, and double the amount of developed acreage from which Alberta cropped over 500,000,000 bushels of wheat in 1928.

### **Forecasts Farm Homes for a Million**

The Honorable J. E. Brownlee, Premier of Alberta, recently forecast that the Peace River district would provide farm homes for a million people in less than a decade, and that within the same period it would attain to an agricultural production exceeding that of all Western Canada at the present time.

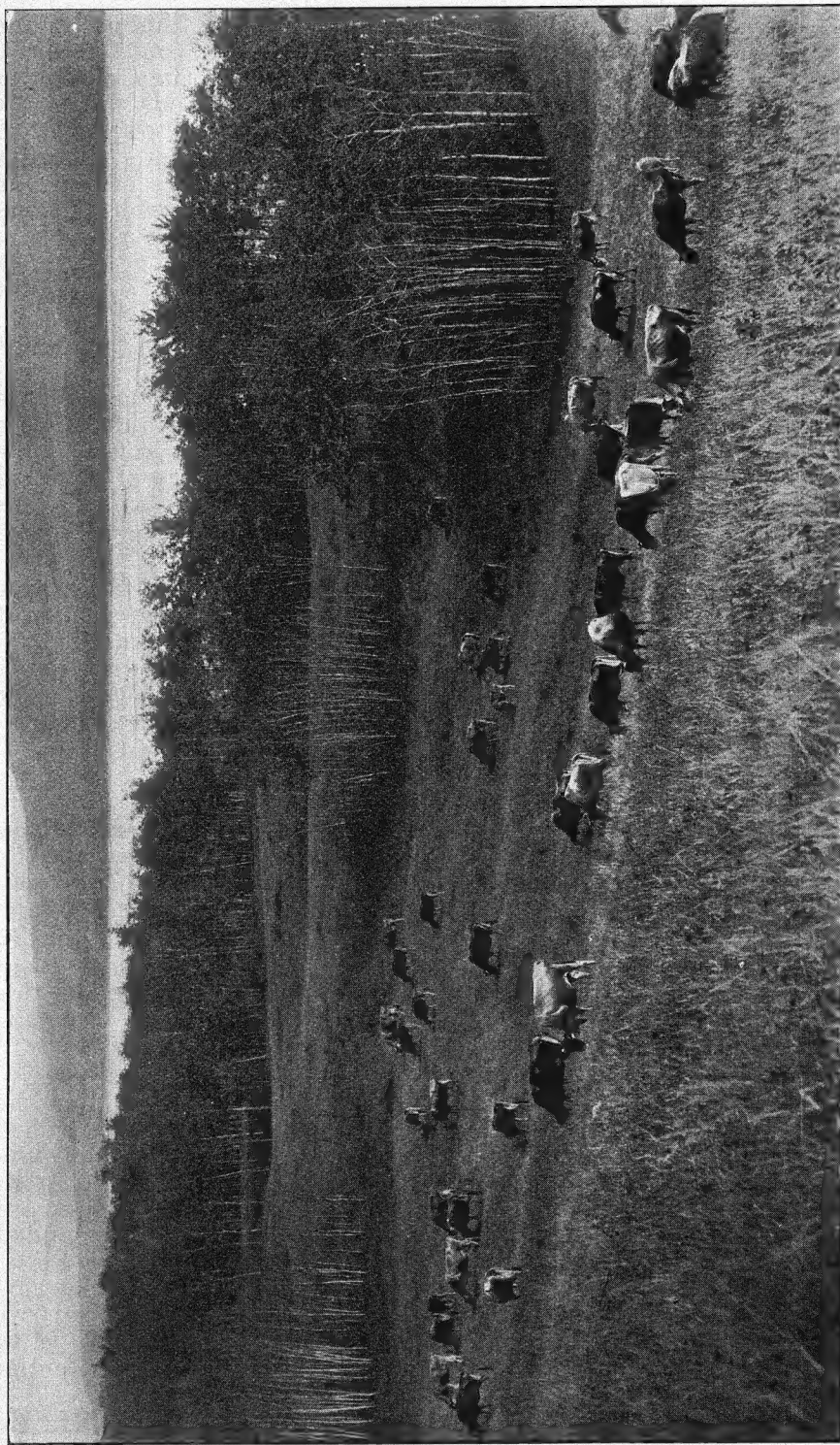
The rapid increase in the number of homesteads taken up in the Peace River District, where in 1929 over fifty per cent. more homesteads were taken up than in the previous year bears out this suggestion.

### **Heavy Movement in Progress**

A railway review just completed of the Peace shows that the movement of population towards this new area is attaining such proportions as to foreshadow in the immediate future a development far surpassing anything which has taken place in the past. Railway extension is proceeding apace into new areas as they are being settled up, and this year fifty miles of railway will be added to the Peace River total, this extension being from Hythe to Rolla, B.C., with another fifteen miles being added to the Fairview extension along the north bank of the Peace. In addition, surveys are also being made down the Peace River from Grimshaw on to the shore of Great Slave Lake. In this latter area further potential acreage exists.

It is therefore apparent that the next great areas to be brought into production will be those of the New North.

ON THE BANKS OF THE PEACE



Luxuriant pea vine growth ideal for dairy herds



### **The Natural Resources**

The Province of Alberta has now taken over the control of its natural resources, previously controlled by the Dominion Government, and this completes the autonomy granted in 1905, making Alberta a self contained province. This entails a further large addition to the responsibilities of the Provincial Government, for a brief summary of such resources shows that Alberta is well supplied, in addition to its tremendous farming and stock raising areas, with many new sources of industrial wealth. It has over 87 per cent. of the coal reserves of Canada. It has four large fields producing natural gas and supplying four cities and several towns with fuel. It has two producing oil fields, with others being rapidly prospected for development. It has 60,000 square miles of merchantable timber, including 270,000,000 cords of pulpwood. It has 15,000 square miles of rich tar sands suitable for paving material or oil extraction, which are also under development. It has other minerals, including salt, bentonite, clay for ceramics, building stone, with many good prospects of copper, iron, etc. in the Pre-Cambrians in the north-east part of the Province. It has water powers, utilized or available, estimated at around 1,750,000 horse power. It has extensive commercial fisheries with an annual production of over \$400,000. It has valuable fur and game, bringing in an annual revenue of \$1,500,000. In addition its mountain parks, three in number, include some of the most famous mountain resorts and scenery in the world.

### **Has Splendid Road System**

Alberta is well served with highways, mostly gravelled, and with farmer market roads extending in all directions over the Province. There are 45,400 miles of earth roads, 400 miles of gravel roads, with many more miles under construction. The Peace River Highway recently completed is being still further improved over a mileage of nearly 600 miles, and the Jasper Highway, both radiating from Edmonton, is also near completion. The total number of motor cars registered in 1929 amounted to nearly 100,000 cars, with a still further increase in prospect for 1930.

### **Well Organized Government**

At the head of the Government of Alberta is the Honorable J. E. Brownlee, who has guided the destinies of the province for over five years. The Department of Agriculture is perhaps the most responsible one, which together with the Health Department, under the leadership of the Hon. George Hoadley, is in the closest form of contact with the welfare and prosperity of agriculture, Alberta's greatest industry.

The services rendered by the Department of Agriculture may be briefly outlined under the various branches or divisions by means of which the work of the Department is carried on.

### **Field Crops Branch**

The Field Crops Branch endeavours to improve the quality and yield of the field products of the province through the use of better seed, the practice of improved cultural methods, the eradication of weeds and the control of insect pests and plant diseases. In order to carry out this extensive program, the Field Crops Commissioner has under his supervision the Provincial Seed Cleaning



Highways Lead Everywhere



Plant and Seed Grain cleaning machines at various points throughout the province and a staff of weed supervisors who in turn assist and direct the municipal weed inspectors. Assistance and encouragement is given to farmers in the production of registered and certified seed and steps are taken to insure that the greatest possible amount of this seed finds a market and therefore maintains the purity and yield of the cereal crops.

#### **Livestock Department**

The Livestock Commissioner directs all activities tending towards the improvement and promotion of livestock within the province. He supervises activities of the District Agriculturists, the Boys' and Girls' Clubs, and Agricultural and Horticultural Societies. Through this branch short courses are arranged at local points throughout the province during the winter months which bring the farmers into direct contact with those who are able to disseminate knowledge of the latest and best methods in livestock production. All matters relating to the registration of brands and the purchase and sale of livestock are under the supervision of the livestock commissioner.

#### **Health**

Matters pertaining to diseases of animals comes within the sphere and activities of the Provincial Veterinarian, and valuable service has been rendered by this branch in controlling outbreaks of diseases in their incipient stages and protecting the livestock industry against serious losses as the result of outbreaks of contagious diseases. In addition to preventive and curative services, research work of great importance is being prosecuted and it is hoped that in the near future further light may be thrown upon the disease problems which at the present time are causing serious financial losses to stockmen not only in this province but throughout the world.

#### **Dairying**

The interests of the dairymen of the Province are served by a well organized dairy branch, which has in the past made substantial contributions to the welfare of the dairy industry, and is at the present time doing much to promote its interests. The issuance of licenses to milk and cream testers and graders is under the supervision of this branch. The Provincial Cream Grading Service which has been in operation since May, 1922, and which has done much to improve the quality of the cream production on Alberta farms is under the control of the Dairy Commissioner. An analytical service has been inaugurated through which an analysis of the production of creameries is made to determine the presence of yeast and mould and on the evidence of this analysis operators are classified. As a result, the ambitious butter maker is stimulated to produce the best possible product from his factory. In addition to the foregoing a statistical and market reporting service is rendered and educational work is carried on in the interest of the dairy industry at every opportunity.

#### **Poultry**

Poultry, which is rapidly becoming an industry of major importance, receives the attention of the Poultry Commissioner and his staff. Much improvement has been brought about in the



Government Travelling Clinic brings medical attention to settlers

quality and production of poultry in recent years. At present the accredited flocks associations existing at numerous points are exerting a strong influence in the improvement of poultry. The Alberta Bronze Turkey Breeders' Association has been organized, bringing together those interested in the rearing of turkeys and serving a medium not only for their encouragement and education, but also for marketing their inspected and graded breeding stock. It may safely be said that the Bronze Turkeys of Alberta are equal to the best to be found in the Dominion.

Educational work is carried on by means of short courses, special lectures and demonstrations as opportunity offers throughout the entire province.

### **Game Protection**

The Game Commissioner and his staff are responsible for all matters pertaining to the protection of wild life, the enforcement of the Game Act and the Prairie Fires Act, and the conduct of the Fur Marketing Service. The production of fur has become an industry of prime importance in Alberta and in addition to the income derived from the trapping of wild fur bearing animals, each year sees an increase in the number of fur farms licensed. Not only is attention given to the fur bearing animals but much has been done through the activity of the Game Commissioner and his staff to protect and propagate game both large and small and to maintain the enviable reputation enjoyed by the province as being a hunters' paradise.

### **Schools of Agriculture**

The Provincial Schools of Agriculture are under the supervision of the Deputy Minister of Agriculture. These are four in number, situated at Claresholm, Raymond, Olds and Vermilion. At these schools students are prepared for the business of farming and homemaking by means of the courses offered in Agriculture and in Household Science. The popularity of these courses may be estimated from the fact that during the past year 600 students availed themselves of the facilities offered.

### **Other Services**

In addition to the foregoing activities there is organized under this department the work of publicity and the preparation and issuing of statistics. The Alberta Women's Bureau renders service and assistance to the various women's organizations throughout the province. Recently a Provincial Apiarist has been appointed, who devotes his fund of practical and scientific knowledge to the advancement of the interests of that new but growing branch of agriculture, bee-keeping.

### **Health**

Owing to the widespread nature of Alberta's rural population, travelling clinics have been established by the Government, which, each year, cover the outlying sections, bringing expert medical advice and attention to settlers. In addition, a system of district nursing by qualified nurses enables still closer supervision as regards the public health of the growing population. These clinics travel by road, leaving Edmonton in the spring and returning in the fall.





**Where the Travelling Clinic is held**

### **Railways and Telephones**

Up to the recent turning over of the Edmonton, Dunvegan and Peace River Railway, the Lacombe and North Western Railway and the Alberta and Great Waterways Railway to the joint operation and control of the Canadian Pacific and the Canadian National Railways, these lines were operated and controlled by the Government. In addition, the telephone system of Alberta is operated by the Government under the management of the Hon. Vernon Smith.

### **Other Departments**

Highways, Public Works, Education, Justice, and Municipal Affairs are also operating under direct control of members of the Cabinet of the Government of Alberta.

Careful attention is given to social conditions, especially in the isolated rural sections. Major opportunities are furnished as much as possible to the younger generation; isolation where possible is eliminated, proper telephone connection, roads, schools and churches are made available, with ample police protection. Widows' pensions, old age pensions are in effect, with many Government assisted forms of co-operative trading.



**Agricultural School—Dept of Agriculture**

## EDMONTON—THE NORTHERN GATEWAY TO THE PEACE AND MACKENZIE



The transformation of Edmonton in less than thirty years from a tiny Hudson Bay Post into a commercial and trading centre is a remarkable and vivid illustration of the western and northern trend of Canadian development.

The development of the huge farming areas not only in its near vicinity, but also in the valleys of the Peace River and the North; the expansion of the lumbering industry, the coal industry and large water powers together with the scenic and other natural resources of Alberta; the further addition to this of the great unexplored areas of the Mackenzie River Basin with its fur and its minerals, means still further growth to Edmonton and its trade.

The Edmonton district has already proved itself many times as being an ideal farming district, inasmuch as it has captured year after year world and other championship prizes for grain and stock. It is also known as the richest part of Alberta in coal and oil lands.

To this can be added the fact that it has a climate of a most equable nature. That it is populated by a thriving and progressive class of people and has a larger percentage of available lands for development than any other part of Canada.

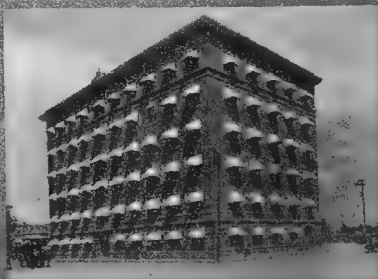
Edmonton is a wholesale and distributing point. It is well served by two transcontinental railways. It is connected with outlying centres by first-class roads and is well equipped with all modern improvements, buildings, parks and playgrounds.

It is the last great trading and commercial centre of south western Canada, and the nearest to the great undeveloped North-lands of the Peace and Mackenzie Valleys.

### EDMONTON IS A CAPITOL CITY WITH CAPITAL OPPORTUNITIES



J. M. Douglas,  
Mayor of Edmonton



City Hall  
Edmonton



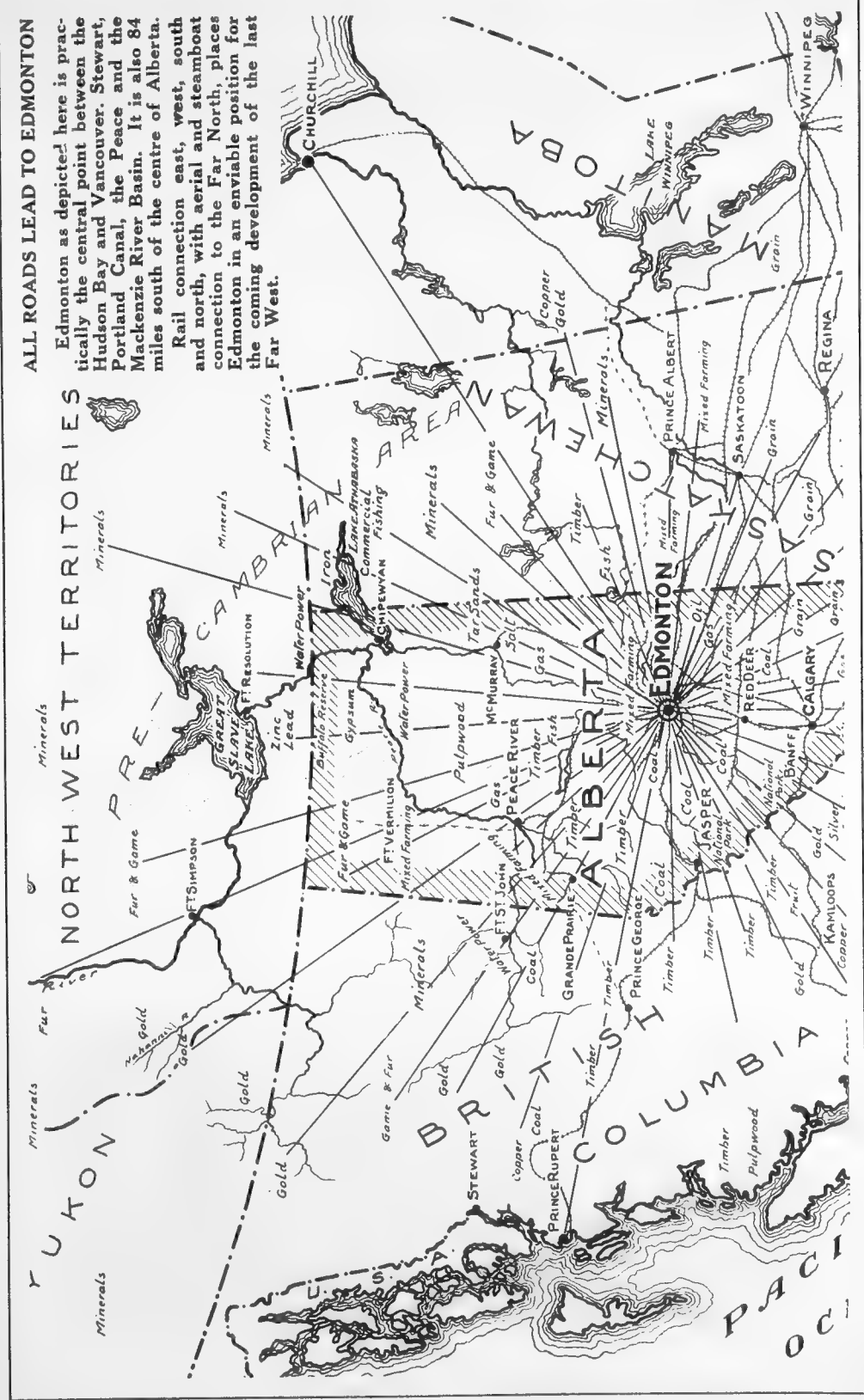
COMMISSIONER  
D. MITCHELL  
Commissioner

# ALL ROADS LEAD TO EDMONTON

Edmonton as depicted here is practically the central point between the Hudson Bay and Vancouver. Stewart, Portland Canal, the Peace and the Mackenzie River Basin. It is also 84 miles south of the centre of Alberta.

Rail connection east, west, south and north, with aerial and steamboat connection to the Far North, places Edmonton in an enviable position for the coming development of the last Far West.

## NORTH WEST TERRITORIES





## EDMONTON—CAPITOL CENTRE OF ALBERTA

Edmonton is situated 300 miles north of the southern Alberta boundary line—200 miles east of the Rocky Mountains—770 miles from Vancouver, 800 miles west of Winnipeg.

The Hudson's Bay Company selected the site of "Edmonton to be" in the eighteenth century, and today a modern and up-to-date city has replaced the bastions and fortifications of the old Hudson's Bay post. It is now the ninth city of importance in Canada, with a population of over 75,000.

It is the commercial and financial centre of an area of 75,000 square miles, with a population of some 375,000, distributed throughout the rural districts and in the smaller towns surrounding Edmonton.

It is naturally a centre of transportation and is the hub of the railway network extending over Alberta. Two transcontinental lines—the Canadian National and the Canadian Pacific Railways pass through Edmonton, and in addition twelve or more branch lines radiate from the city, serving over 300 towns and villages. In addition, it has rail connection with the Peace and the Athabasca regions, which serve as a connection to the 2000 miles of river navigation to the Arctic.

Edmonton is connected by highways with various other centres—the Peace River district, Jasper Park, Calgary to the south and Lloydminster and Saskatoon to the east being the most important ones. In addition, market roads radiate in all directions.

From May to September Edmonton and its environment is perhaps one of the most picturesque parts of Canada. Long sunny days permit pleasant motor trips, excellent golf and other sports grounds furnish ample recreation and the parks the best of rest and quiet.

From a retail point of view Edmonton has many up-to-date department and other stores, good hotels and other business facilities. The Edmonton district has ample natural resources, including coal, natural gas, oil and asphalt, salt, gypsum, and other minerals.



(Courtesy Canadian National Railways)

Jasper Park Golf Course



**Canadian National Railways Depot, Edmonton**



**Entrance to the Canadian National Railways Depot**  
This depot was constructed by the Permanent Construction Co., Ltd., Edmonton



**Edmonton's Premier Hotel—The Macdonald**  
A link in the Trans-Canada Canadian National Hotel System  
(Courtesy Canadian National Railways)

Fishing and hunting are unexcelled anywhere on the American continent. There is the finest of big game hunting. Birds and game fish are obtainable within a short radius of Edmonton.

Three national parks—Jasper, Wainwright and Elk Island Park are within easy reach of Edmonton, and in addition it has five parks within its boundaries, comprising a total acreage of around 350 acres. It has one of the most modern auto camps in the west, capable of accommodating tourist traffic.

Swimming pools, golf links, municipally owned, are available.

It owns its own telephone, light and water systems, which are operated by the city on the public utility basis. It is supplied with natural gas. It has up-to-date buildings, and the University of Alberta.



University of Alberta

### LIFE INSURANCE IN ALBERTA



J. W. Glenwright  
Man. Director Commercial  
Life Ass. Co.

The only life insurance company with its head office in the province of Alberta is the Commercial Life, whose office is situated in the city of Edmonton, and the managing director is J. W. Glenwright.

The success of the Commercial Life has been nothing short of phenomenal. Besides all the regular forms of life insurance the Commercial Life originated several thrift plans that have also been adopted by many other companies. The Commercial Life has a dominion charter and a dominion license and is in a strong financial position, being constantly referred to in the most laudable terms by the editors of the financial and insurance papers of the dominion.

This company already has insurance in force of about eleven millions, and assets at one and a half millions. It is noted for the soundness of its investments, and the high rate of interest earned, and the prompt payment of claims.





**A winter scene**



**Riverside Park**

**When Winter Comes**

---

Gloriously bright,  
sunny days make  
the snow-laden  
evergreens glisten  
and sparkle.  
Air, like cham-  
pagne, invigorates  
with its  
crispness.

**In Summer Time**

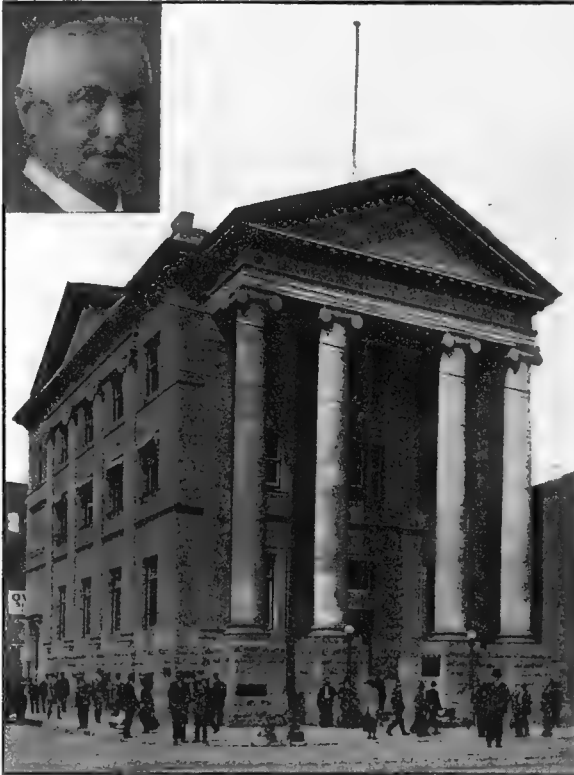
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As the call of spring  
makes itself heard.  
Edmonton's parks and  
lakes furnish  
recreation and scenic  
beauty to all.



**Lake view—Edmonton district.**

## A FINANCIAL LAND MARK



The Imperial Bank of Canada, Edmonton, today.  
Inset, G. R. F. Kirkpatrick, who has been manager  
of the Imperial Bank of Canada's Edmonton  
Branch for 36 years.

\* \* \* \* \*

The Imperial Bank of Canada was the first Canadian financial institution to enter the Northern Alberta field of development. It has always recognized the central position Edmonton occupies in the development of the Peace River and the Far North and has assisted in every possible way the tremendous development now proceeding in the North.

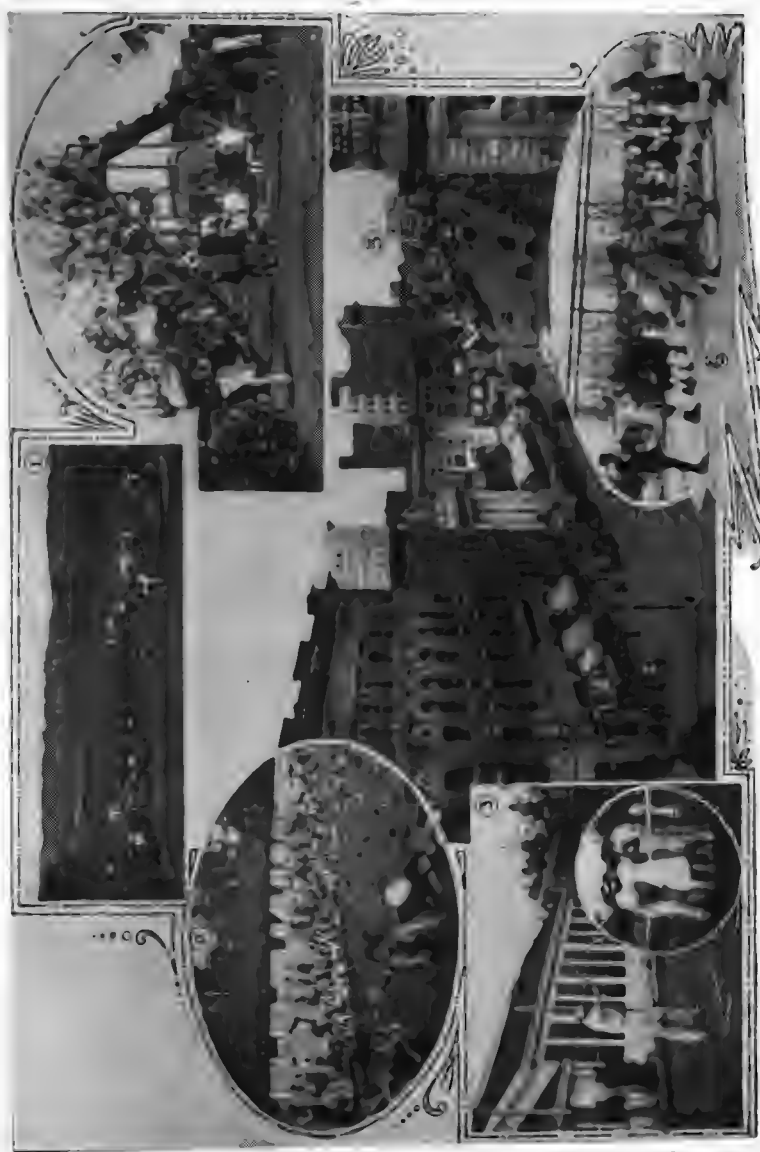


The Imperial Bank of Canada, Edmonton, as it was in 1894—36 years ago.

The Imperial Bank of Canada established the first bank in Edmonton in 1894. It has been under the continuous management of G. R. F. Kirkpatrick for thirty-six years.

The assistance rendered the financial progress and development of Edmonton and Northern Alberta has been a marked factor in the history of this financial institution.

Its manager, Mr. Kirkpatrick, has taken an active part in public affairs—is a member of the Sinking Fund Board of the city of Edmonton, whose account this bank has handled for many years.



1—Golf Course. 2—Swimming Pool. 3—Tennis Courts. 4—Gyro Playgrounds.  
5—View of Jasper Avenue. 6—Children's Playgrounds.



## SUPPLYING MEAT TO THE MILLIONS



Edmonton Plant of Swift Canadian Co., Limited.

From the far flung valleys of the Peace, the verdant ranges of Northern and Central Alberta, cattle arrive daily in carload lots at the Swift Canadian Company's packing plant at Edmonton. Stock trains, rolling swiftly in, are unloaded with speed into acres of corrals and feeding grounds, from whence the cattle are graded and sorted, and then driven along alley ways into the plant.

A visit to the plant is a revelation of the great importance of the packing industry to the West. The plant is a model of efficiency, cleanliness and economy in handling the many products manufactured from live stock. Nothing is lost in the process of converting fat Alberta cattle, lambs and hogs into the world's meat supply. Dominion Government Inspectors carry out a rigid inspection before the meat goes into the huge coolers. Stamped with the Government seal it is ready for release to the markets or further process of curing, smoking, cooking, etc.

Through the Swift organization of handling and distribution the farmer has a ready market for cattle and other live stock at good prices. In addition, he is directly encouraged and instructed how to care for and handle his stock so as to ensure first-class production and marketing.

### Caters to Northern Trade

In no part of Canada is the question of food supply more important than in the Far North with its scattered trading posts, police detachments, missions, trappers and prospectors. The new era of aeroplane transportation has opened up a still larger field due to the fact that many millions are now being expended by exploration companies in the location of minerals and other resources. The demand is imperative for the most absolute certainty as to the elimination of waste and extra weight, and guaranteed permanent keeping qualities of perishable products.

Many a prospector and explorer has voiced his appreciation of the Canned Hams, Bacon, Specialties and Sausage put up by the Swift Canadian Company, who have one of the largest plants at Edmonton. These meats are packed under the famous Premium and Savor-tite brands.

The huge work of developing the New North calls for large quantities of food supplies to be delivered under the most severe and trying conditions. The long trip from Edmonton down to the Arctic—2000 miles in length—means much handling of supplies from train to boat, from boat to wagon, and from wagon to boat

once more before it reaches the explorers' base, the trading post or the individual trapper and prospector's canoe or dog sleigh. Owing to these transportation difficulties and the long journey to the Arctic, foods have to be dependable, specially packed and damage-proof. On the efficiency of every detail of their preparation often depends the lives of the hardy pioneers of the New North.

At the Edmonton plant of the Swift Canadian Company is the largest and most up-to-date meat canning equipment in Canada, installed for the manufacture of Savor-tite meats.

Swift's Savor-tite Ham, up to the canning process, receives the same strict attention in selection for quality and is given the same mild sweet cure with distinctive flavor for which Premium Smoked Hams and Bacon are famous the world over. All Savor-



**Scene in Canning Room.**

tite meats are cooked in hermetically sealed tins with natural juices retained, intensifying the exceptionally fine flavor and eating qualities. Each package will open up absolutely fresh with the same tempting appetite appeal as the day it was packed.

Of special importance to northern consumers is the elimination of all waste, avoiding unnecessary weight when packing provisions for the trail. All meats are boneless; all excess fat trimmed off and no rind. Packages are made of the lightest but strongest tin. Having been thoroughly cooked, these meats do not require further cooking at time of using, simply requiring reheating.

#### **Emergency Rations**

Aeroplanes, swiftly traversing the great open spaces of the North, may at any time be confronted with a forced landing. Perhaps weeks, or even months, of food emergency have to be met. Many of the planes engaged in Northern work carry a special emergency ration for such a contingency, and in every case Swift's Savor-tite brands are included, for no matter where the

landing is made, even in the timberless, fireless Barren Lands of the great Pre-Cambrian mineral belt, these foods are instantly available for use without wastage; and in addition meet the inviolate requirements of the most in quantity, while occupying a minimum space or weight for aeroplane transportation.

The following is a list of Swift's standard Savor-tite canned meats:—Savor-tite Cooked Ham, half or whole, Savor-tite Spiced Ham, Savor-tite Luncheon Meat, Premium Smoked Bacon and Premium Pure Pork Sausage in tins. Also Sealite Hams and Bacon which are double smoked and protected by a pitch covering—all Premium quality. Brookfield Butter is also put up in  $\frac{1}{2}$  lb., 1 lb. and 2 lb. tins.

#### **Exploratory Expeditions Provisioned with Sealite Meats**



When Mr. John Borden's schooner "Northern Light" left San Francisco April, 1927, on a five months' cruise along the northern coast of Siberia, it was completely provisioned with Swift's products. Four other scientific expeditions were also provisioned by Swift's that year. They were the University of Michigan Greenland Expedition, the Alexander Revell-Field Museum Expedition, the MacMillan Field Museum Expedition to Greenfield, and the George Palmer Putman Baffinland Expedition. Previous expeditions and others more recently have carried Swift's products to practically every known polar and tropical region.

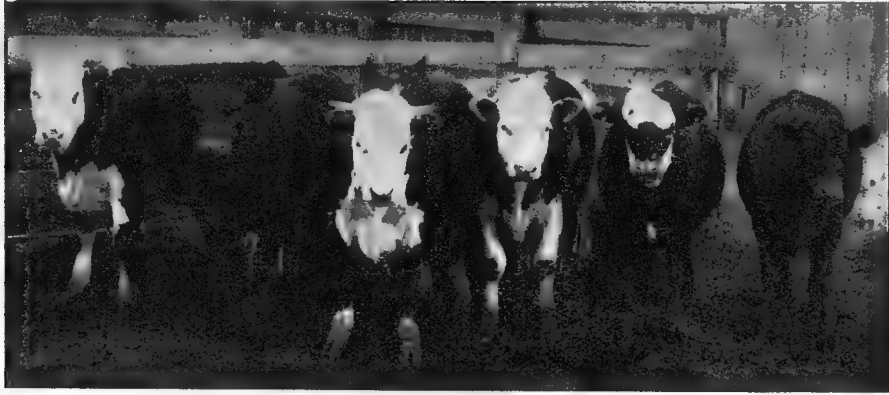
Captain Donald D. MacMillan upon return from his Arctic voyage of 1924, wrote the following letter to a member of the Swift organization:

"My Dear . . . . .

Glad to hear from you. No expedition ever had better food than my last. All the boys came back in perfect physical condition and all singing the praises of Swife & Company's products.

Sincerely yours,

(Signed) D. B. MacMILLAN."



**A herd of prime beef cattle**

On this expedition MacMillan was supplied mainly with Swift products and Libby, McNeill & Libby products. Some of the principal Swift products carried were as follows: Premium Ham and Bacon, Premium Dried Beef, Premium Pickled Beef Tongues, Brookfield Butter, Brookfield Cheese, "Silverleaf" Brand Pure Lard, Wool Soap and Classic Cleanser.

On his return Captain MacMillan bundled up a ham and a can of butter that had not been used and sent them to Swift's head office. When the packages were opened the meat proved to be as sweet and tender as if it had just come from the smoke house, and the butter was also in perfect condition.

#### **Are Pioneers**

Undoubtedly the Swift Company are more than qualified to cater to this business. They, too, have been pioneers, and now stand with almost a century of experience and a world-wide organization meeting the exact requirements of all home and foreign markets, from the equatorial and tropical climates to the arctic and beyond. One almost has to be a part of this great company to begin to realize the extent of its activities and service to man.

The Swift Canadian Company has done much towards the raising of better stock in Alberta and its marketing in the most efficient and proper manner. It has laboratories and experts continually testing out new methods of production and marketing, and furnishes advice freely to producers.

The Swift brand is a hallmark of quality. It has attained the public confidence to such an extent as to induce thousands of consumers to insist upon receiving Swift's advertised products, not only in Canada but in the markets of the world.





### **Facts About Edmonton**

Edmonton is 70 miles south of the geographical centre of the province of Alberta.

Edmonton district has a population of over 350,000 out of a total population for Alberta (1926 census) of 607,584.

Edmonton has an acreage of 27,200 acres.

Edmonton is the distributing point for an area of 50,000 square miles, reached by main and branch railways radiating from it, and by rivers and highways.

Edmonton district has 740 post offices, 134 mines producing 3,000,000 tons of coal and employing 11,600 mine workers. These mines are within a few hours ride of the city. The city itself is located on coal beds.

In the same district there are 76,428 dwellings and 50,286 farms.

Also eleven towns having a population of over 1,000.

The whole district is highly prosperous, the famous Peace River district having attracted world-wide attention by its record crops and possibilities.

As capital of the province it contains the parliament buildings, University of Alberta, and other provincial offices.

Agriculture in the Edmonton district has developed into mixed farming, with a consequent high production of first class dairy products and cattle. It is a grain centre and clearing house for grain, with a terminal elevator capacity of 2,500,000 bushels. Its stock yards are the largest in the west, with an annual revenue paid to farmers of over \$6,000,000.

### **COAL RESOURCES IN EDMONTON DISTRICT**

Area—	Estimated Available Tons	Area—	Estimated Available Tons
Smoky River.....	3,000,000,000	Pakan .....	15,000,000
Brule .....	2,000,000,000	Rochester .....	5,000,000
Mountain Park...	5,000,000,000	Sexsmith .....	20,000,000
Nordegg .....	4,000,000,000	Pembina .....	2,000,000,000
Clearwater .....	200,000,000	Edmonton .....	1,000,000,000
Halcourt .....	1,000,000,000	Tofield .....	300,000,000
Prairie Creek .....	500,000,000	Camrose .....	100,000,000
Coalspur .....	6,000,000,000	Castor .....	400,000,000
Saunders .....	2,000,000,000	Wetaskiwin .....	30,000,000
Wainwright .....	10,000,000	Whitecourt .....	30,000,000

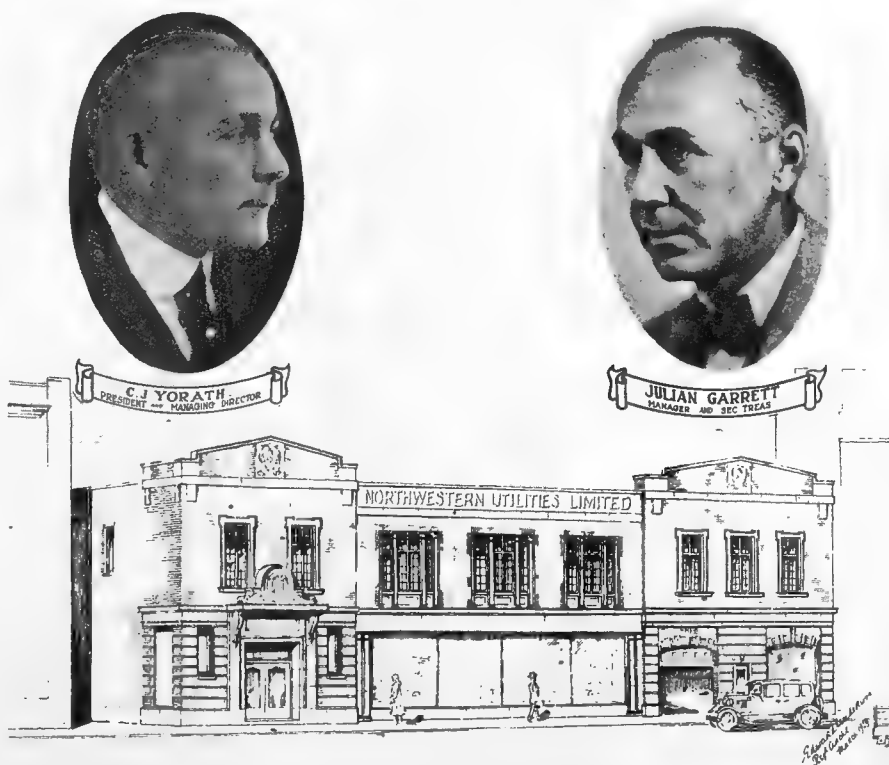
## NATURAL GAS

### A powerful force behind the progress of the New North

Northern Alberta's enormous resources are attracting men and capital as never before—the eyes of the world are focused on the New North, and an era of remarkable development is already under way.

To Edmonton, the gateway city of this new empire, it spells extended markets—new industries—new wealth, and the opportunity to profitably serve. Numbered with the special advantages which Edmonton and Northern Alberta enjoy, and constituting a powerful force for progress and expansion, is natural gas fuel. To the benefits of natural gas may be attributed, in part, the awakening to the possibilities of the North. Natural gas is the great modern servant—alike of home and industry—promoting social welfare and economic progress. People like to live where natural gas fuel is available. Industries are attracted by its advantages.

### NORTHWESTERN UTILITIES, LIMITED, EDMONTON



The new administration building for Northwestern Utilities, Limited, 104th Street, Edmonton. This building will be completed in August, 1930.

**WHERE NATURAL GAS IS PRODUCED  
VIKING, ALBERTA**

\* \* \*

Northwestern Utilities Limited has in the gas field at Viking, as at May 6th, 1930:

17 producing wells.

2 additional wells drilling, 1930.

2 Hudson's Bay Oil & Gas Co. wells, from which the company purchases gas.

Completed wells, daily capacity 96,870,000 cubic feet.

When the 1930 program is completed, daily capacity will be over 100,000,000 cubic feet.

Drilling rights covering 41 square miles.

Approximate potential supply, 60 billion cubic feet.

\* \* \*



**A Northwestern Utilities Limited gas well in the Viking field..**



Applying protective coat of bitulastic paint preparatory to laying main pipe.  
 Duplicating main pipe line from the gas field of Viking to Edmonton. Note the  
 automatic control valve for safety.



Laying intermediate pressure and low pressure gas lines on 100th Street, Edmonton.

**EDMONTON BUSINESS HOUSES**



**The home of the Edmonton Journal, recognized newspaper medium of Northern and Central Alberta**



**Western Supplies, Limited, catering to the wholesale plumbing and machinery trade, Edmonton, Alberta**



**EDMONTON BUSINESS HOUSES**



**Headquarters of the Northern Hardware Co., Limited, wholesalers of hardware supplies**



**H. H. Cooper Limited, wholesale grocers, Edmonton, Alberta**

## EDMONTON BUSINESS HOUSES



**McGavins Limited, Premier Bakers of the West, supplying Northern Alberta, the Peace and Edmonton with Alberta grown and manufactured bread**



**The home of Alberta Dairy Supplies Limited, outfitters to the Dairy industry  
"Everything but the Cow."**



**Edmonton Branch, J. H. Ashdown Limited, Winnipeg  
wholesale hardware supplies**

## EDMONTON BUSINESS HOUSES



The home of the Hecla and the New Idea furnaces, used in many Edmonton homes and blocks



The Home of Graham-Paige Motor Cars, Lighted with Neon Electric Signs manufactured by Douglas Hammill Limited, Edmonton



Cold Storage Plant, Edmonton, with large capacity, where perishable products of all kinds are stored

## EDMONTON BUSINESS HOUSES

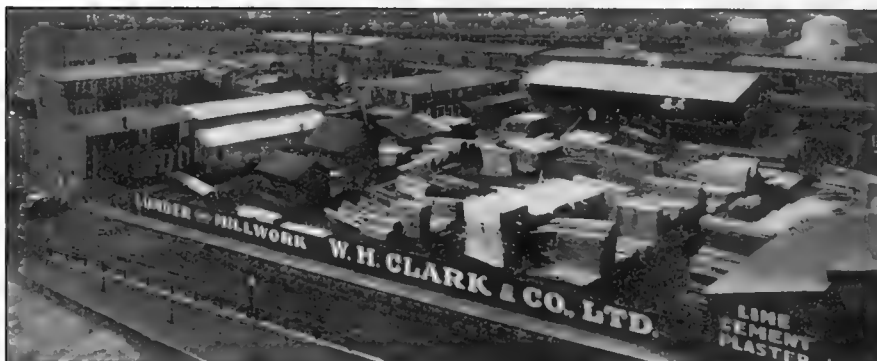


**Taylor & Pearson Limited, Edmonton and Calgary**  
The home of radio and auto supplies

**Terminal Grain Elevator, Capacity 2,500,000 Bushels**



**Where Edmonton Grain is Cleared and Cleaned Prior to  
Shipment to the World's Markets**



**One of the oldest established lumber and sash and door industries in Edmonton**

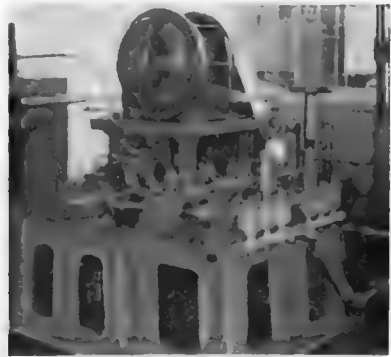
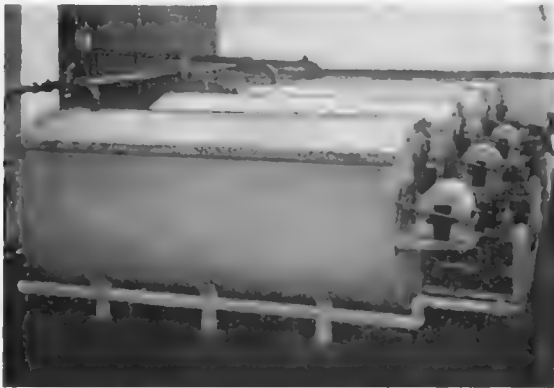
**THE MOST MODERN DAIRY IN THE WEST**



**E. C. D. Limited Dairy and Transportation Buildings, handling milk products in the Edmonton District**



**Typical Alberta Herd of Dairy Cows producing milk and cream**



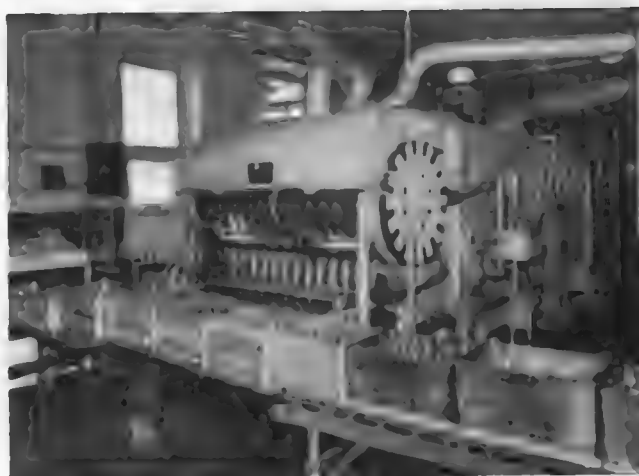
**(1) Glass Lined Pasteurizers. (2) The Homogenizer, the machine which blends the milk and cream into the famous E.C.D. Superior**



**HANDLING THE PRODUCTS OF EDMONTON FARMS**



**Where Velvet Ice  
Cream is made  
—  
Ice Cream Freezers  
in their modern  
surroundings**



**The Yundt Air  
Bottle Washer  
ensur perfect  
cleanliness and  
sterilization**



**Entrance Hall  
to the  
E.C.D. Plant  
109th Street  
Edmonton**



THE HEART OF EDMONTON'S BUSINESS DISTRICT  
Corner of Jasper Avenue and McDougall Avenue

"WHERE COUNTRY AND CITY MEET"



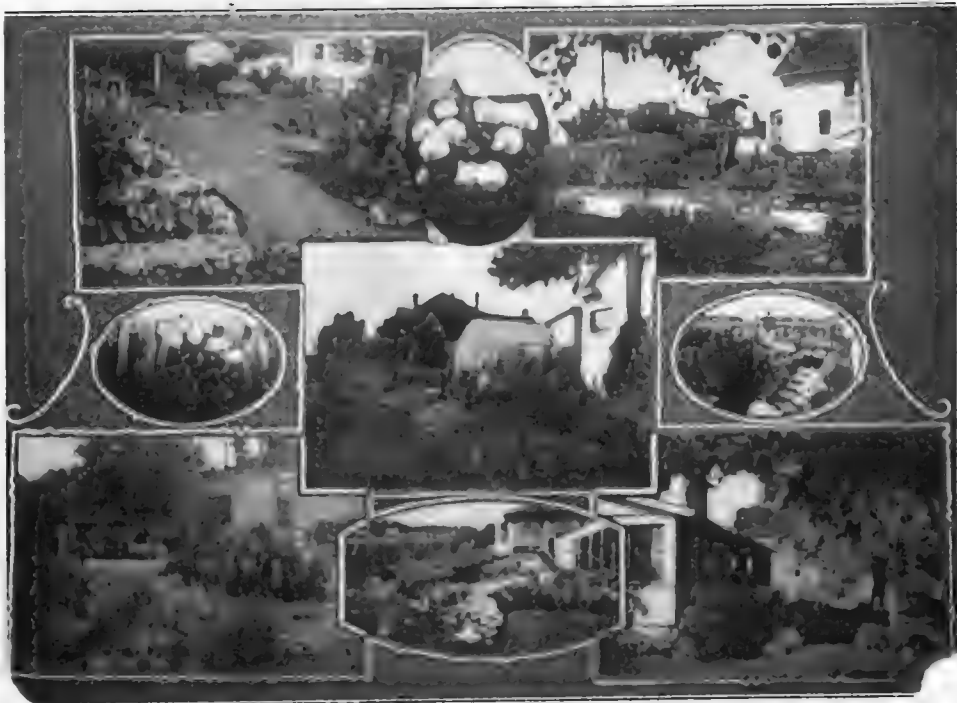
A busy Saturday scene at Edmonton's City market, where farm produce, poultry, eggs and flowers are sold direct to the consumer

### THE MOTORISTS' PARADISE



Good Roads extend in all directions from Edmonton  
with always a picture ahead

### BEAUTIFUL HOMES ARE LANDMARKS OF EDMONTON



Edmonton Gardens are a Blaze of Color and Glory During the Summer Months of  
Almost Perpetual Sunshine in Alberta

## EDMONTON SUMMER RESORTS

Jasper  
Park  
Lodge



A national Park on the Canadian National Railways, 200 miles West of Edmonton where Mountain Scenery, attractive Golf Courses lure Tourists from every where



The Normal School, Edmonton, Where Teachers are Trained for Alberta Schools



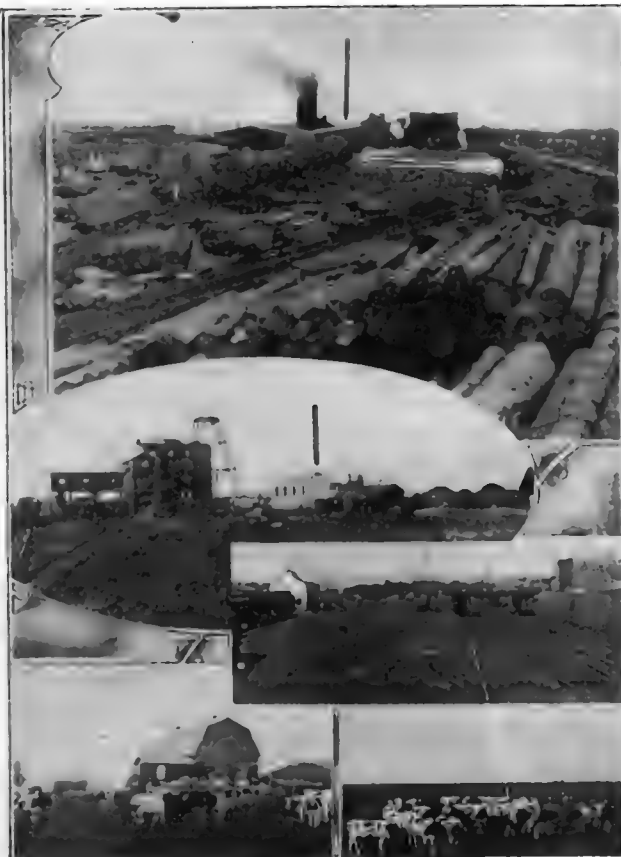
Edmonton's Auto Camp, where the visitor is always welcome. Modern accommodation in plenty, with water, light, and perfect surroundings are Edmonton's welcome to the tourist visitor and settler.



## EDMONTON AERODROME AND FLYING FIELD



Aerodrome and Landing Field, comprising over 200 acres. This Field is well lighted, provided with hard surfaced landings and take offs, hangars, repair shops, service stations, and equipment for the reception of night flying planes. It is much used by Western Canada and Commercial Airways commercial and mail planes.



Edmonton's industrial plants number 196, employing 4667 people with an industrial payroll of \$6,250,000, turning out manufactured articles to the value of nearly \$30,000,000. Its principal industries are lumbering, dairying, and the meat industry.

Top: North West Lumber Company Limited Mill and Lumber Yards, exporting Alberta lumber to Eastern markets. Centre: Coal Mine and Railway Trackage and yards.

## EDMONTON SUMMER FAIR



One of the biggest events of the year in Edmonton is its great Summer Fair. Thousands are drawn from the Province of Alberta and other parts of Canada and the States every year by its exhibits and attractions. Breeders of horses and cattle from Eastern Canada and from several of the American States are regular exhibitors. Though primarily a display of the products of agriculture, it combines with this object the best that Alberta produces in manufactures, in the household, and in the fine arts.



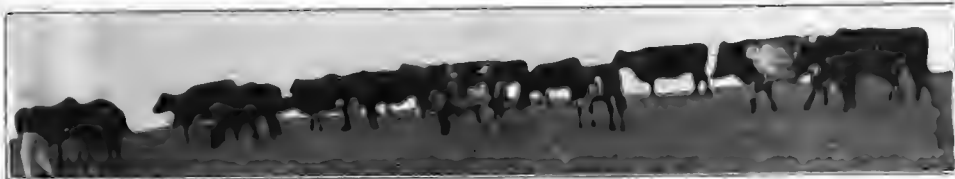
PERFECT PEACE IN PICTURESQUE FORM  
A Summer Scene in Alberta

# HARVEST SCENES AROUND EDMONTON



In the Fall of the year, the picture of the binders cutting golden grain is a familiar scene in the Edmonton District, where acres and acres of rich black loam produce the finest of wheat and other grains in abundance.

## MIXED FARMING A THRIVING INDUSTRY



Prime Alberta raised beef forms a ready added income to the mixed farmer



Ready market for mutton has encouraged sheep raising in the Edmonton District



Bacon Hogs—Grain Fed, bring more profits to the Edmonton District farmer when grain prices are low

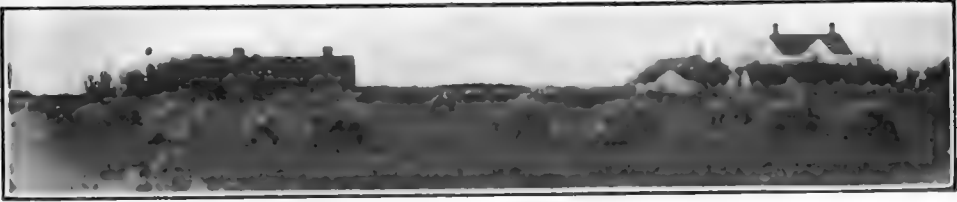


**MIXED FARMING A THRIVING INDUSTRY**

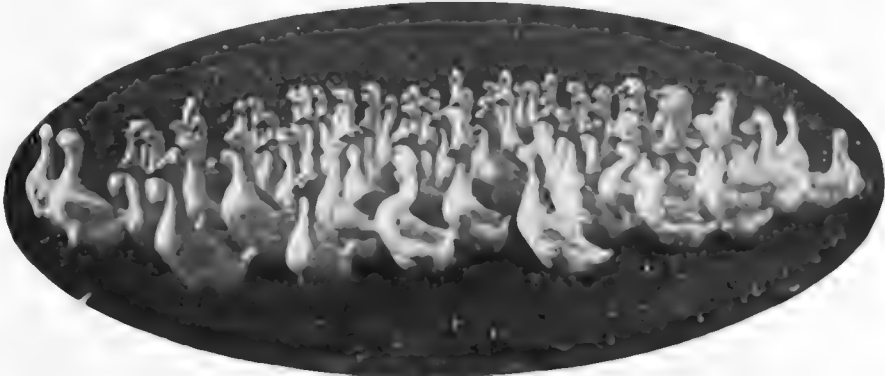


**Lots of Ensilage Ensures Winter Feed for Live Stock**

**MIXED FARMING A THRIVING INDUSTRY**



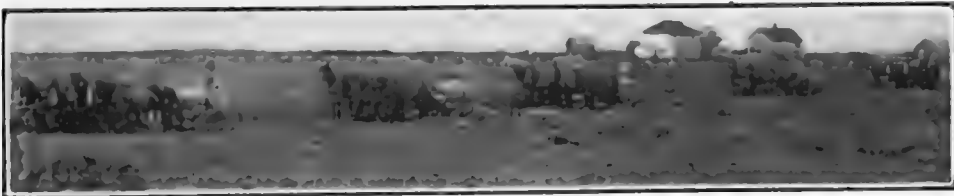
**Typical farm in the Edmonton District, where mixed farming is the mainstay**



**A Flock of Beauties**



**Poultry Another Source of Revenue**



**When the Binders Get to Work in the Fall**

## ON THE ROAD TO THE PEACE

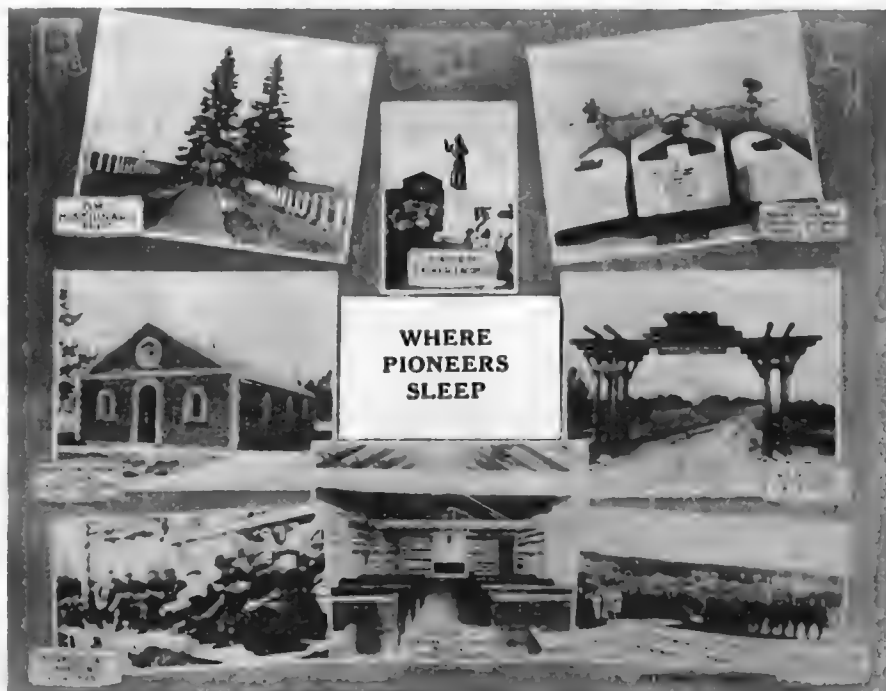
One of the best ways to see the country lying between Edmonton and the Peace River is by motor car over the newly constructed Peace River Highway, which in good weather is a very fair road. From Edmonton the first hundred miles of the highway is an excellent road, passing through the towns of St. Albert, Morinville, Lamont, Clyde, Tawatinaw, Rochester, Perryvale, Colinton to Athabasca, an easy five-hour motor run from Edmonton. This splendid highway passes through an almost continuous farming belt of scenic beauty, following the valley of the Tawatinaw River from Clyde north. Branch roads connect with the thriving towns of Boyle, Lac La Biche, and other settlements to the east.

St. Albert, prettily situated, 9 miles from Edmonton, on the banks of the Sturgeon River, is an incorporated village, with hotel, stores and garage. Overlooking it is the convent of Youville. The founder of St. Albert was Father Lacombe, to whom a memorial has been erected at St. Albert. St. Albert has the distinction of being the first settlement to be founded in Alberta under the leadership of Bishop Grandin.

The late Father Lacombe was well known throughout Alberta for his missionary work performed amongst the early settlers of the Edmonton district.

St. Albert is a scenic spot and is well worth a stay over by anyone travelling through to the Peace.

### FATHER LACOMBE MEMORIAL AT ST. ALBERT



St. Albert's History is that of the noble efforts and record of the  
Pioneers of Alberta



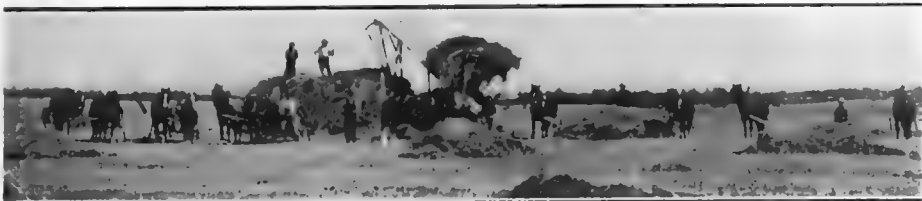
A silver fox pen at the Morinville fox farm.

Morinville is the centre of a large and thriving farming district.

Beauties from the Frost Flecht Fox Farm, Morinville, Alberta, established by the Frost Flecht Fox Exchange. J. W. Pigeon, manager, 10322 Jasper Avenue, Edmonton.



Real silver babies of great price.



## WESTLOCK—SCENIC AND FARMING CENTRE

The highest yield of wheat at the lowest cost on the American continent is the proud claim of Westlock and its farming district. Situated 52 miles north of Edmonton, just west of the route to the Peace River, with delightful surroundings, comfortable tourist camp, modern stores and public buildings, Westlock has attracted a large settlement during the seventeen years of its existence.

Splendid highway connection with Edmonton and the south, and roads extending throughout the district makes Westlock a most convenient centre. Good schools and other facilities enables families to take advantage of all social conveniences.

Grain growing is the most predominating industry of the Westlock district, and according to the report of the United States Tariff Commission Westlock has the distinction of obtaining a larger yield per acre at a lower cost than anywhere on the American continent. An average three years' yield was 33.2 bushels to the acre with a production cost of 60c. per bushel.

Mixed farming is also extensively engaged in, the ready markets to the south furnishing a complete outlet for milk, butter and other dairy products.



Farm Scene, Westlock District

Westlock is a compactly built town and is up-to-date in every respect with modern telephone system; electric light, elevators, stockyards, creamery and flour mill. In addition it has a Dominion Lands Office and Soldier Settlement Supervisor.

The mayor of Westlock, F. H. Steele, states: "We have a community to be proud of. Westlock is well and favorably known throughout Alberta. Its beautiful homes and churches, its enterprising business men, social conveniences and district surroundings enables it to make a strong appeal to prospective locators in Alberta."

Westlock is the ideal location for the mixed farmer. Crop failures are practically unknown. Coarse grains and other cattle feed are easily grown, and a combination of wheat, cattle, hogs and dairy stock enables the farmers to be assured of an income all the year around.

# WESTLOCK, A REAL FARMING CENTRE



Top Left—A farm scene in Westlock district. Top Right—Westlock from a distance, Centre Left—The main street of Westlock. Centre—F. H. Steele, Mayor of Westlock. Centre Right—Bank of Montreal, Westlock. Lower Left—Municipal School, Westlock. Lower Right—Alberta Government Telephone Building.





The climate and the soil in the Westlock district are of the best. The climate is less subject to extremes of temperature than other places; hot scorching winds are unknown and the average rainfall is about 20 inches per year, making ideal crop growing conditions. The soil is extremely rich in plant food and very retentive, owing to its clay subsoil, of moisture.

Westlock had the distinction of furnishing the first Premier of Alberta in the United Farmer Government of the Province. This was the Hon. Herbert Greenfield, who is now Commissioner for Alberta in London, England.

In 1924 many enormous yields of grain were obtained in the Westlock district, with each year since then keeping up a good steady crop average. One farm yielded 61 bushels per acre, another 3000 bushels on 50 acres, another 1,344 bushels on 24 acres. First class crops of oats and barley are obtained, with often the yield going to over 100 bushels to the acre.

Westlock's future is assured in every way. Since 1915, when the town was incorporated, a steady influx of settlement into the Westlock district has continued. The consequent increase in population has built up Westlock into a modern and progressive centre. Every year new buildings are going up.

Well kept farms and outbuildings denote the fact that Westlock is the centre of a prosperous farming district. With good rail and road connection, it is well worth a visit by anyone looking for farm locations or opportunity.



**Creamery, Westlock**

## ALONG THE ATHABASCA HIGHWAY

Clyde is a progressive town, the centre of a splendid farming area. Tawatinaw, Rochester, Perryvale and Meanook are each small thriving settlements. Colinton is a well located town, eight miles from Athabasca, with modern stores, hotel, garages and elevators. From Clyde to Athabasca is what is known as the valley of the Tawatinaw River, a stream emptying into the Athabasca River at Athabasca. On both sides of the valley splendid farming areas exist which are being brought into production at a rapid rate.

The highway through the valley without a doubt is one of the most scenic in Alberta. With long winding curves, lightly timbered benches, with farmhouses peeping out here and there from a screen of protecting timber, with well kept fields and pasture, this valley is typical of many parts of Great Britain.



Top Left—Clyde, a thriving centre. Top Right—Rochester, on the Peace River Highway. Lower—Colinton Fair grounds, where the district Summer Fair is held.

Tawatinaw is a new settlement which is fast coming to the front. Rochester is perhaps the most important between Clyde and Athabasca. Perryvale and Meanook are both being rapidly settled up, with new land being broken as fast as possible.

Colinton is the meeting point of the Athabasca Highway with the roads running to Lac La Biche, Boyle and other settlements on the Alberta and Great Waterways Railway, now a part of the Northern Alberta Railway system. These roads run through a splendid farming area for the most part, with many well established and thriving farms in their vicinity. Boyle is a new town 25 miles east of Colinton, up-to-date and equipped with hotel, stores, garage and other conveniences. Lac La Biche is the divisional point on the N. A. Railways line to McMurray.

**THE AGE OF MACHINERY. OLIVER TRACTORS  
AT WORK IN THE PEACE**



Top—Plowing with an Oliver Tractor. Centre Left—Threshing with an Oliver Tractor. Centre Right—Breaking new land with an Oliver Tractor. Lower Left—The combine powered by Oliver Tractors at work, cutting the heads off the golden grain. Lower Right—Even the binder goes horseless today with an Oliver Tractor furnishing the power.

# ATHABASCA, WHERE THE ROAD LEAVES THE STEEL



Top Left—Birdseye view of Athabasca, on the banks of the Athabasca River. Top Centre—Municipal Hospital, Athabasca.  
 Top Right—School house. Lower Left—Lumber yards and mill. Centre—Peacefully snuggling amidst beauty, English  
 Church, Athabasca. Lower Right—The Peace River Highway as it winds into Athabasca

## ATHABASCA, THE END OF STEEL ON ROAD TO PEACE

Athabasca is situated at the junction of the Tawatinaw River with the Athabasca River. It is the terminal of the north line of the Canadian National Railway, 100 miles north of Edmonton. It is the centre of a well developed farming district and lumbering area, with many acres of good vacant lands available.



Lake Baptiste

Athabasca is the point where the Peace River Highway leaves the railway and turns west to Lesser Slave Lake. Along this route many thriving settlements testify to the ability of the Athabasca district to raise crops worth while. Grosmont is a settlement some twenty-five miles west, fast filling up with a desirable number of settlers. To the north of Athabasca there is a vast farming area, where homestead land is available. To the east there are many acres of developed lands in addition to still more undeveloped, and south along the Peace River Highway for some miles back from the valley of the Tawatinaw River the country is well settled.

Athabasca is an incorporated town with a population of some 600 people. It is well lighted and has many of the facilities of modern life.



Grand Union Hotel, Athabasca

It has a thriving lumbering industry employing many men, and the natural resources of oil and other products are barely scratched.

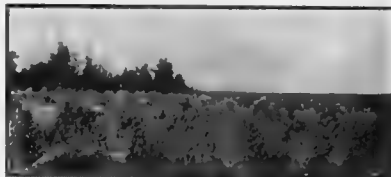
Athabasca has a live Board of Trade; the 1929 membership was 410. This Board of Trade takes in the village of Colinton, also the village of Meanook. At the Provincial Exhibition held in Edmonton in 1929 Athabasca took first prize for the best district exhibit, competing against districts which have been settled for years ahead of the Athabasca district.

In 1929 Athabasca won second place in the field crop competition for Northern Alberta, both in wheat and oats.

At the Chicago International Hay and Grain Show, 1929, Mr. Ed. Shank, an Athabasca farmer, won first prize for early oats, and two other prizes. Mr. Shank had three entries and won three prizes.

Athabasca has four elevators, an up-to-date creamery, public and high school, modern hotel, three modern garages, three churches, a sawmill which in 1929 handled 8 million feet of spruce lumber, 8 general stores, bank, newspaper and electric light plant.

Meanook, situated 12 miles south of Athabasca, has many good farms, with a number of quarters available for settlement.



A Prize Field of Grain

## OVER THE HILLS TO THE PEACE



Top Left—The Wabasca Mission north of Athabasca. Top Right—Keg River Prairie in the Eastern Peace. Lower Left—An ideal scene in the new lands of the Eastern Peace. Lower Right—Indian graves on the Keg River Prairie

Wabasca is a settlement lying north of Athabasca on the way to Fort Vermilion on the Peace River. It is reached by sleigh road in winter time and pack trail in the summer time from Athabasca. It is the centre of much activity on the part of the Roman Catholic Mission. It has many good acres of fertile lands.

## SLAVE LAKE



Top Left—Chief Forester's residence, Slave Lake. Top Right—Dominion Hatchery. Lower Left—A view of the sandy beach Slave Lake. Lower Right—Dominion Government fishery cruiser.

There is no more beautiful summer resort in Alberta than at Slave Lake, situated on the eastern shore of Lesser Slave Lake, some two hundred miles north-west from Edmonton. It has a superb beach over four miles in length. A dominion hatchery established to conserve the commercial fishing, for which the lake is noted. It has up-to-date hotel, garage, stores. It is a real sportsmen's paradise with its millions of wild fowl in the fall and moose, deer and bear in the surrounding hills. It has also been the centre of much oil prospecting for some time past.





Top Left—McLennan, divisional point on Northern Alberta Railways. Top Right—An exhibit from Kinuso, centre for the Swan River settlement. Bottom Left—Donnelly, thriving farming centre. Bottom Right—Roman Catholic Mission School, Lesser Slave Lake

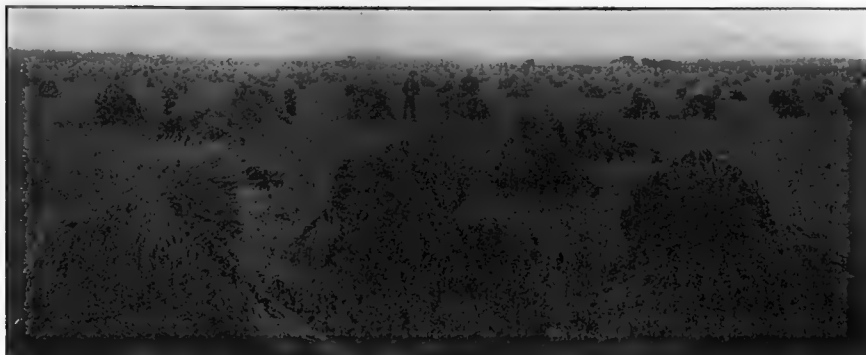
From Athabasca, the road turns directly west, following the Athabasca River, passing through Grosmont, a farming settlement 25 miles from Athabasca, and from there on to Smith, 64 miles, where it crosses the Northern Alberta Railways. From here the road goes to the north bank of the Athabasca River by means of a ferry crossing and then follows the Slave River to the outlet of Lesser Slave Lake.

Winding along the shores of Slave Lake, the road passes through the settlements of Driftwood, Kinuso, Faust, and on to Enilda and High Prairie, where the Peace proper is reached. From here the road goes on through McLennan and Donnelly, turning due north to Peace River. From Peace River the road crosses the river over the railway bridge, and passing through Berwyn, Whitelaw, Fairview to Dunvegan, again crosses the Peace at that point and goes on to Spirit River. There it turns south and west through Roycroft and across the hills to Sexsmith, Clairemont and Grande Prairie. From that point the road runs north-west to Wembley, Beaver Lodge, Hythe and Pouce Coupe, then on through the Dominion Block of the B.C. Peace to Rolla and Fort St. Johns, an almost continuous scenic route for over 600 miles from Edmonton.

#### **THE FERTILE AREAS OF THE SOUTH-EASTERN PEACE**

The south-eastern area of the Peace River has witnessed much development during the past few years. The completion of the Peace River Highway, a growing system of market roads, for the inception of which much credit is due L. A. Giroux, M.L.A., member of the Provincial Legislature for the district, together with other improvements has made this district easy of entry, with the result that thriving towns have sprung into existence serving a well settled farming area. In addition, this district has also a valuable timber and lumber industry, and the waters of Lesser Slave Lake are the scene of commercial fishing. A hatchery has been established in this connection with a capacity of 100,000,000 fry per season. The principal towns and villages in the district

are McLennan, railway centre and junction point for the west and northern Peace; Fahler and Donnelly, thriving centres with colleges and schools, with a population mostly French Canadian; High Prairie, one of the oldest and best settled areas in the Peace; Kinuso, serving the Swan River settlement; Slave Lake, at the outlet of Lesser Slave Lake, with splendid beaches and hay lands; Grouard, in the centre of well developed prairies, with R. C. and Anglican missions using it as headquarters; Girouxville, a new settlement west of Fahler.



**A field of grain in the High Prairie District**

## **WHAT THE PEACE CONTAINS**

### **Wheat Farming**

The Peace River country has captured world's prizes for wheat and other grains. The yield in average years is a steady one, with often bumper crops. The land is easily cleared and broken, and mixed farming, added to wheat growing, ensures a steady yearly income. Creameries are established at various points, forming a ready market for milk and cream. Flour mills enable grain for home use to be easily obtained, and much timber lands furnish an adequate fuel supply the year round.

### **Ranching**

The open ranges of the Peace present every attraction to the rancher who requires lots of range and feeding grounds. The fact that the snowfall is light enables cattle to winter range with safety. In addition, the wonderful growth of peavine and other natural grasses furnish an almost unfailing local supply of feed to the herds.

### **Coal**

In many places in the Peace coal exists in quantity. At some points it is already being mined and used for local requirements, and an adequate supply of this fuel is assured for many years.

### **Other Minerals**

Other minerals occur in the Peace, especially towards the western end. In addition, it has been known for years that oil exists in commercial quantities. Clays, gypsum and other industrial minerals also abound.



**Falher—ideally situated in the South-eastern Peace**

### **Timber and Water**

Timber and water power are available. Lumber mills are turning out lumber to meet the local demands. The domestic and farm water supply is adequate except in a few sections where surface water is scarce. It is found generally at a depth ranging from 60 to 300 feet.

### **Game, Fur and Fish**

It is a hunters' paradise; game fur and fish abound, and the settlers are assured of still another method of cheapening the cost of living whilst the homestead is being broken.

### **Connection**

Railways, roads, telephones and telegraphs connect town with town, rural district with rural district, and with the south. It has a splendid mail service and the advent of aircraft has made communication with the outside world still more speedy.

## **THE PEACE RIVER BY DISTRICTS**

### **Lesser Slave Lake**

This consists of settlements at Big Prairie, Heart River and Salt Prairie, with a total of 11,516 acres. This district, aside from the above settlements, is mostly extensive hay marshes. Timber abounds along the lake shore, with a thriving lumber industry. Fishing is an important industry, as well as cattle raising, trapping and mixed farming. Principal villages at Slave Lake, Kinuso, Driftpile, Arcadia. The Swan River settlement runs up the Swan River from Kinuso for some 14 miles. Well settled and producing good crops.

### **High Prairie District**

Twenty miles west of Lesser Slave Lake the thriving settlement of High Prairie exists. Most of the land available has



**Seeding  
in the  
Peace**



Peace River farmers stack their grain, ensuring safety.



Another of Alberta's money-makers. Turkeys do well in the Peace.



**Good roads lead everywhere in the Peace**

already been taken up and it is a well settled farming district. It is directly on the railway, with principal town at High Prairie. Also Enilda, Aggie and Kenit, consisting of twenty-five townships. There are light bush lands available for settlement.

#### **Sturgeon Lake District**

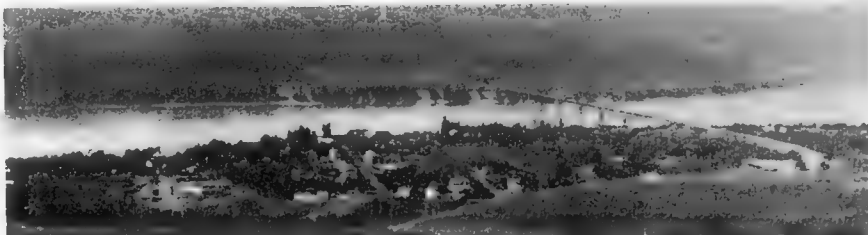
The Sturgeon Lake district is only sparsely settled and has much good land available. It lies to the west of the High Prairie district, to the south of the McLennan-Fahler district, and east of the Grande Prairie district. Road communication between Sturgeon and High Prairie is contemplated. There are over a million acres of good land in the district available for settlement. It is connected with the rail by a wagon road to Grande Prairie.

#### **McLennan Fahler District**

An important well settled district 267 miles north-west of Edmonton. McLennan is a divisional point whence the Northern Alberta railway runs west to Hythe and north to Peace River and Fairview. It has forty surveyed townships, with perhaps half or more taken up. Towns are Fahler, Donnelly, McLennan, Reno and Girouxville.

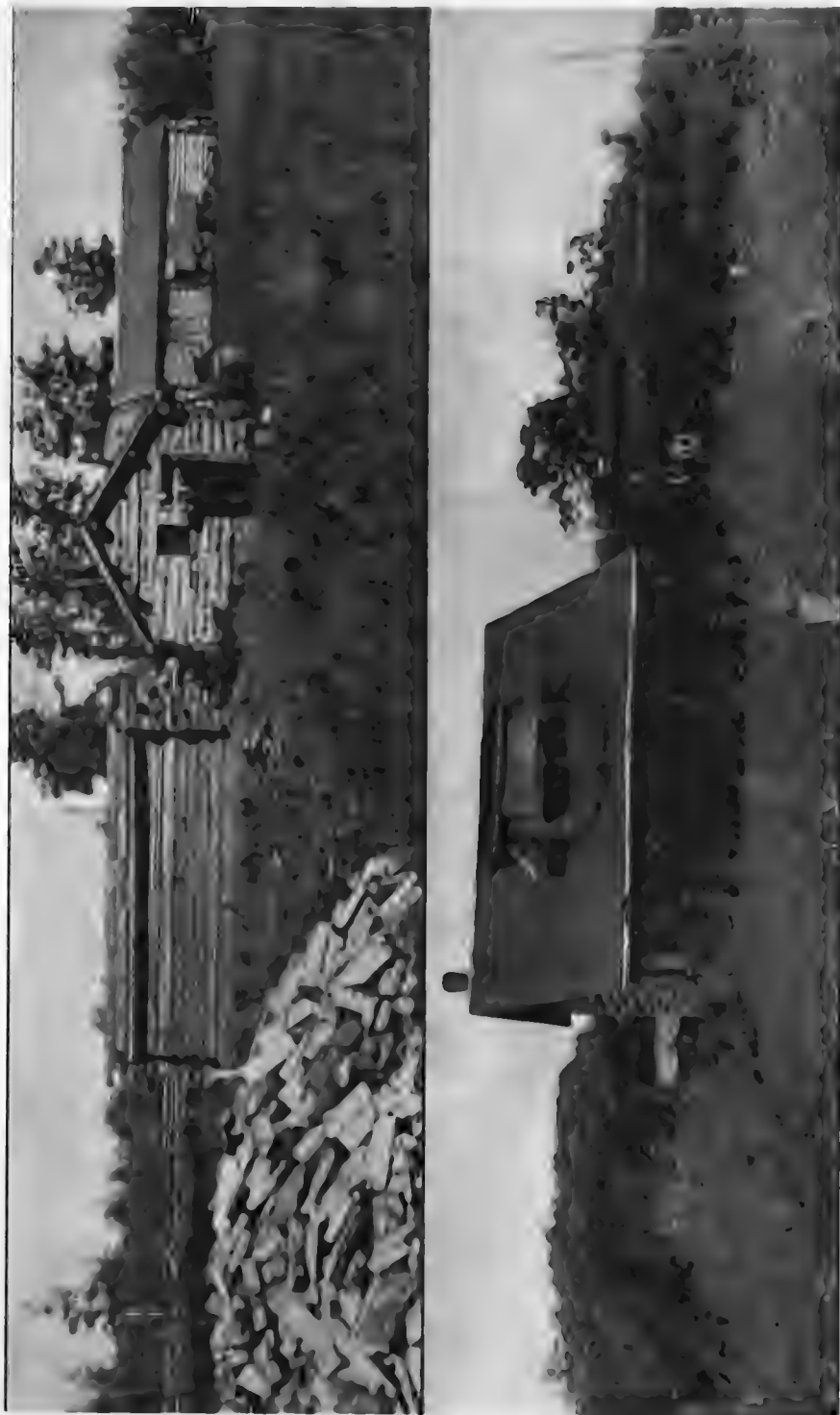
#### **Peace River District**

Situate immediately on the banks of the Peace where the railway crosses is the town of Peace River, perhaps the oldest settlement in the Peace. It was an important shipping point for the northern fur trade prior to the building of the railway to Fort McMurray. It is a modern, thriving government centre with splendid farming areas surrounding it, and is an incorporated town, with electric light and other facilities. Other towns in this



**The Town of Peace River**

THE OLD AND THE NEW



The old pioneer hut gives way to the up-to-date farm of today.





**Berwyn, the centre of a well settled area**

district are Roma, Grimshaw, Pauls Corner, Griffin Creek, Berwyn, Brownvale, Kerndale, Lost Lake and Lac Cardinal. To the north in the Whitemud locality is Clear Hills. To the south are Judah, McPherson and Nampa, with Little Prairie to the east. The tract of arable lands to the west is 50 miles long and twenty miles wide, fairly well settled.

#### **Principal Towns of the Peace**

Western—Grande Prairie, Wembley, Hythe, Beaver Lodge, Sexsmith, Clairmont, Valhalla, Roycroft, Spirit River, Pouce Coupe, Rolla, Dawson Creek. Eastern—Peace River, Grimshaw, Whitelaw, Fairview, McLennan, Fahler, Donnelly, High Prairie, Grouard, Kinuso, Slave Lake, Girouxville.

#### **Facts About the Peace River**

The Peace River Section of Central Alberta, which includes Athabasca, Grande Prairie, Spirit River, High Prairie, Peace River, Grouard, Donnelly, Fahler and a number of other districts, is over 60,000 square miles in extent and contains some 4,000,000 acres. Only a small fraction of this area is at present under cultivation.

The Peace River district is served by the Northern Alberta Railways, formerly the Edmonton and Dunvegan Railway, the Canada Central Railway and the Athabasca Railway.

The Northern Alberta Railways connect Edmonton with the major towns, terminating at Hythe, 20 miles south of the Alberta-British Columbia boundary, but now being extended 50 miles further west, to Rolla, B. C.

The Northern Alberta Railways in addition connect McLennan, a junction point, with Peace River, and extends on the north bank of the Peace as far as Fairview, about 12 miles from Spirit River. This railway crosses the Peace at Peace River over a magnificent steel bridge which cost over a million dollars to build. It is now being extended 15 miles further west from Fairview.

The Peace River has a wealth of natural resources. Lumbering is a thriving industry; commercial fisheries are operating. It also has petroleum, gas, salt, coal, gypsum and other mineral deposits.

The climate is moderate. The average precipitation varies from 14 to 16 inches a year.



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**Grimshaw, a growing centre in the Eastern Peace**

The Peace River district has won world championships for grain production. It is in addition, a steady source of supply of beef cattle for the southern markets. It has a steady production of dairy products and poultry. It has many local industries.

The Peace River is connected with Edmonton by a highway fit for motor travel at most seasons of the year. It has a splendid network of highways connecting outside settlements with the rails. It has some of the most magnificent scenery in Western Canada.

In the western areas, game abounds and much fur is trapped.

It is the bird hunters' paradise in the fall of the year, when millions of ducks, geese and swan drop down on the grain fields en route on their migration south.

The Peace River country is easy of access from Edmonton by either rail or road today. It is constantly attracting a large flow of new settlers and its areas of free lands are fast being taken up.

It can be truly said that the Peace River is the last and newest West of Canada. It is capable of supporting a population at least equal to the already well settled portions of Western Canada.

The Peace River district is entirely free from noxious weeds, and every effort is being made by the Provincial Government of Alberta to prevent the weed menace getting a foothold.

In addition, an adequate water supply in most parts of the Peace ensures comfort for stock and settlers.

The climate is equal to if not superior to that of the more southern parts of Alberta; chinook winds ameliorate severe winter weather. Long sun shining days aid quick growth and almost invariably the commencement of farming operations is some weeks earlier than further south.



Far in the distance Grimshaw has a sky line of elevators

## GRIMSHAW

Grimshaw is strategically situated at the gateway to the northern and eastern portions of the Peace River country. From this point the highway branches north to the Clear Hills and Battle River Prairie district. Grimshaw has also been chosen as the junction point for the proposed railway to the Fort Vermilion and Mackenzie River district.

Grimshaw's well laid out streets connect with graded roads to all parts of the rich farming sections. Its position is on a plateau a few miles west of the slope which descends 800 feet to the Peace River. At one time the majestic Peace coursed over practically this whole district, depositing through the ages the soil constituents which have rendered possible a fertility of an enduring nature and unsurpassed anywhere in the world for the production of high grade grain.

Catering to the needs of a far-flung and ever widening agricultural district are business houses of practically all kinds. Five elevators handle the grain shipments of the surrounding farms. Two oil companies have wholesale supply depot here, while practically all lines of farm machinery, tractors and similar equipment are carried by the different dealers. Other businesses include modern general stores, hotels, drug and stationery, lumber yards, banks, etc.

The spiritual needs of the community are provided for by the church organizations, viz., the United Church, the Anglican and Roman Catholic. Lutheran services are also conducted at points throughout the district. A community hall, erected by the United Farmers organization, provides a centre for social activities.



## HIGHWAYS IN THE MAKING



Depicted on this page are pictures of the first car to make the trip from Edmonton to Rolla, British Columbia, a distance of 650 miles through the Peace River country.

Top Right—Grande Prairie. Top Left—Grouard, on Lesser Slave. Centre—On the road from Grande Prairie to Pouce Coupe. Lower Left—Crossing the Peace at Dunvegan. Lower Right—Leaving Athabasca for Grosmont—the town of Peace River. Bottom—Nearing the Alberta boundary line.

Today these roads have been improved still more so that there now extends an almost continuous good highway from Edmonton to Fort St. John, British Columbia.



**Spirit River:** A skyline of elevators await the harvesting of the golden grain.

## THE EASTERN PEACE

This comprises all that territory reaching from Peace River town to the mouth of the Peace and along Hay River to Great Slave Lake. It is a country similar in characteristics to the Western Peace; presents almost the same features for development and has only the drawback of lack of rail and road communication to bring it under development. This at the present time is being considered. The Canadian Pacific Railway are stated to be contemplating a line of rails connecting Grimshaw, just north of Peace River, with Fort Vermilion, the mouth of the Peace and Great Slave Lake, with probable terminus somewhere near Fort Resolution on Great Slave Lake. It comprises the following districts:

### Battle River District

Consists of numerous small prairies, with the balance wooded areas. Trails connect it with the Peace River and the railway via Whitemud, where there is a small settlement. It is fifty miles due north from Peace River.

### Fort Vermilion District

Located about 250 miles north of Peace River, this settlement is perhaps one of the oldest in the Peace. Lacking transportation, excepting only by the river, it is more or less self contained, but with the fact that it is practically the last great area of virgin plains still untouched by settlement it awaits rail and road connection only to attract a tremendous flow of settlers into its virgin territory. Fort Vermilion is a pioneer settlement with many facilities, experimental farm and social conveniences. For one hundred and fifty miles along the river and extending 25 to 35 miles on either side is one of the most fertile plains of the Peace. It is an



**GARDENS ARE BEAUTIFUL IN THE PEACE**



**Mrs. H. Trelle in her garden at Beaverlodge**



**Herman Trelle, winner of many prizes for wheat, champion grain grower of the west**





**Sexsmith—a town with a future**

excellent field for mixed farming, dairying and cattle raising. The Keg River valley contains much fine grazing lands, and Hay River, valleys and prairies, with the Buffalo Head Hills, also contain many thousands of acres of splendid grazing areas. The settlements in the district in addition to Fort Vermilion are Red River, Carcajou, Hay River, Keg River.

Fort Vermilion has been growing produce successfully for many years, in fact almost before the Peace River proper was settled at all. It is recognized as being an almost certain farming and ranching productive area.

#### **Dunvegan-Waterhole District**

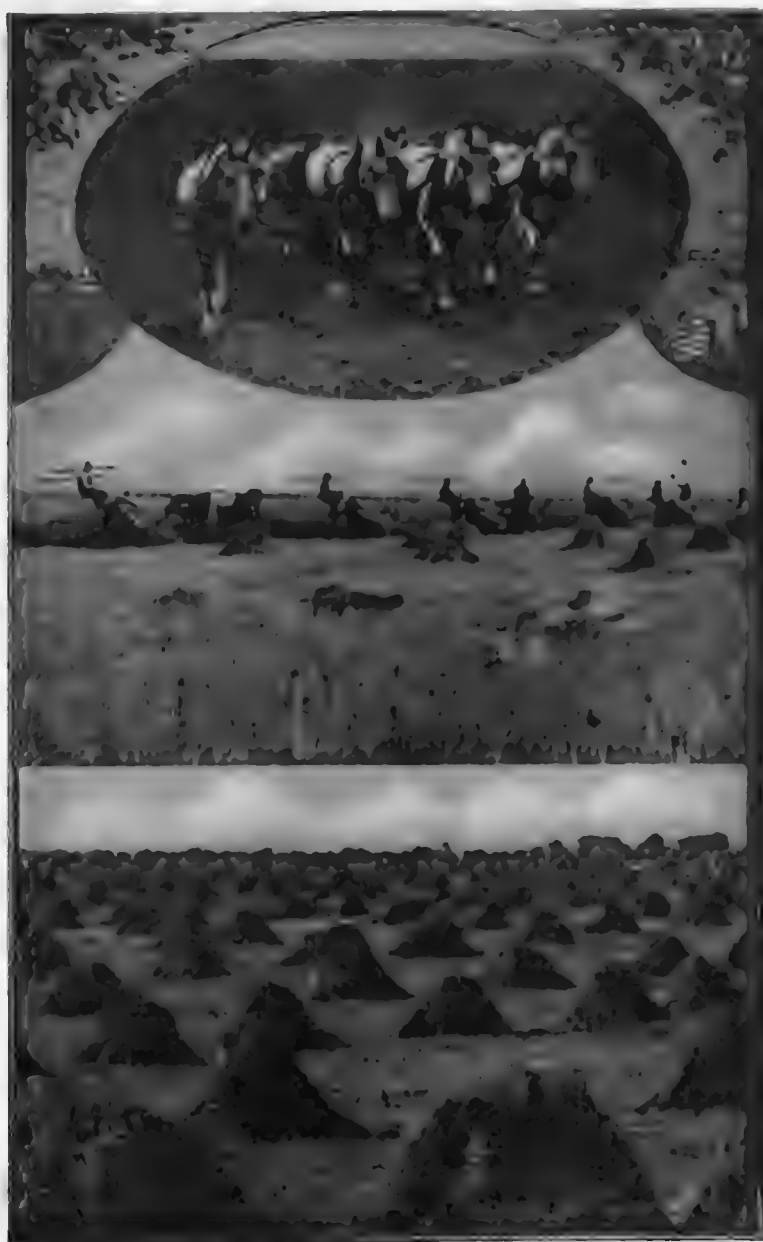
This is now the Fairview district, with the extension of the Northern Alberta railways to the town of Fairview, its most important centre. Characterized as one of the most prolific and beautiful areas in the Peace. Settlements are Fairview, Whitelaw, Bluesky, Vanrena, Friedenstal and Erin Lodge. Fairview is an up-to-date and modern town. It has areas of good lands to the north of it, still open for settlement.

#### **Spirit River District**

This is one of the pioneer settlements of the Peace River. Whilst small in area, it is well settled, and the district is particularly free from frosts. The town of Spirit River is modern and up-to-date, with government offices, elevators, stores, hotels, churches, and other social facilities. The railway turns south here to Grande Prairie, whilst the grade has also been completed for the extension due west into the British Columbia Peace River Block. There are many good quarter sections available for homesteading, mostly light bush lands.



**Clairmont, in the Western Peace**





**The business district of Grande Prairie, metropolis of the Western Peace**

### **Grande Prairie District**

Comprises some twenty-four townships of real first class farm lands, the majority open land, and the remainder light bush and park lands. It is characterized by government reports as being the most charming and prosperous agricultural region in Western Canada. In addition to the up-to-date commercial centre of Grande Prairie, there are several other modern towns in the district. Clairmont, Sexsmith, Lake Saskatoon, Niobe, La Glace, Buffalo Lake, Webster, Kleskun Hill, Glen Leslie, Bezanson, Wembley and Hythe. The railway which originally terminated at Grande Prairie now extends through Wembley on to Hythe, some forty miles north-west of Grande Prairie. Splendid roads connect Grande Prairie both east and west with other parts of the Peace. Industrially, Grande Prairie is a wholesale centre, has flour mills, factories, power plants, elevators and stockyards. It is without a doubt at the present time the hub to which most of the settlement is flowing into the Peace.

### **Beaver Lodge-Valhalla District**

This district contains the Dominion Government experimental farm for the Western Peace. It has an area of about thirty townships, practically all surveyed and most of it improved. Beaverlodge is the centre and is an up-to-date town. Other thriving communities in the district are Halcourt, Leighmore, Rio Grande, Clearview, Hythe, Goodfare and Brainard. The Valhalla settlement consists of some five townships. This is a creamery centre, producing around 172,000 lbs. of butter a year. It is a mixed farming district. In addition, turkeys are raised in great numbers. Central town is Valhalla Centre, up-to-date and modern. Good highways connect it with Sexsmith, Grande Prairie and Beaverlodge.

### **Pouce Coupe District**

This district is in British Columbia, just across the boundary from Alberta. It comprises some thirty townships of first class lands, well adapted for stock raising. The main settlements are Pouce Coupe, Rolla and Dawson Creek, all well founded towns. The district is connected with Grande Prairie and Hythe by a first class highway. The nearest rails are at Hythe, some forty miles south, which are now being extended to Dawson Creek and Rolla.

### **Fort St. John District**

Has at least half a million acres of prairie and park lands,

**EVERYTHING IS GROWN IN THE PEACE**



**A field of cabbage—astounding growth under the long sunshine of the Peace**



**Tomatoes and strawberries ripen quickly in the Peace**



**A garden scene in the Peace**

also large areas of lightly wooded lands capable of being economically cleared. While at present remote from transportation, it is well adapted to mixed farming and ranching. It is connected with Rolla by a wagon road and is served by boat transportation on the Peace River in the summer time in addition. Hudson Hope, another settlement in this district, is connected by wagon road with Fort St. John, the principal settlement. In addition, roads run to the Blueberry River and pack and sleigh trails to the Nelson River, the winter route to Fort Simpson and the Laird Rivers.

#### **Hudson Hope District**

Is characterized as being the most strategic centre in the Western Peace from a railway point of view. It is the gateway to the Findlay mining areas, is connected with Prince George by water, and with the Peace River. It is a district rich in fur, minerals and coal. Much mining activity is at present going on in the district. Roads connect it with Fort St. John.

The above districts comprise what are known as the Central and Western Peace, and are the best known and settled areas of the territory. They are all up-stream on the Peace from Peace River town. To the east and north there is a still further area fast coming into notice for settlement.



**Prize herd of cattle, Grande Prairie district**



**An up-to-date farm in the Grande Prairie district**

### **LEADERS' OPINIONS ON THE PEACE**

John M. Imrie, managing director of the Edmonton Journal, in discussing the future of the Peace River area, says:

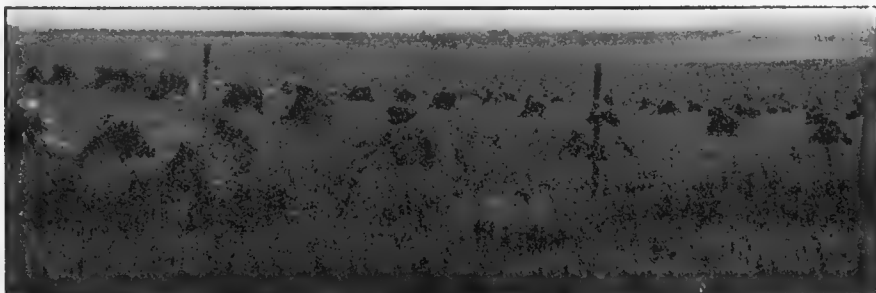
#### **Inestimable Potentialities**

"Who shall estimate the potentialities of such a country? When its destiny of farm population has attained even the present low average for Alberta, it will be sustaining well over a million people on its farms alone. This makes no allowance for urban or mineral development, nor for the more intensive form of settlement of which it would still be capable as the rest of Alberta is today.

"Events move quickly in Western Canada. Alberta in her 24th year as a province has attained a record of \$330,000,000 in value of agricultural production. Already Peace River is producing more than all Alberta did 24 years ago. It is a safe prediction that well within ten years Peace River's wheat production will exceed that of all Alberta this year.

"What is the reaction of all this new development upon our national outlook and our national unity?

"Peace River, fully developed, will widen Canada's agricultural territory to that of the United States between Chicago and New Orleans. This comparison illustrates Peace River's potential contribution to a new Canadian consciousness. Alberta is the one province from Quebec westward that is capable of agricultural



**A field of grain, Grande Prairie district**





(Courtesy Canadian National Railways) **WEMBLEY**

development for its entire depth from south to north, a depth of 770 miles."

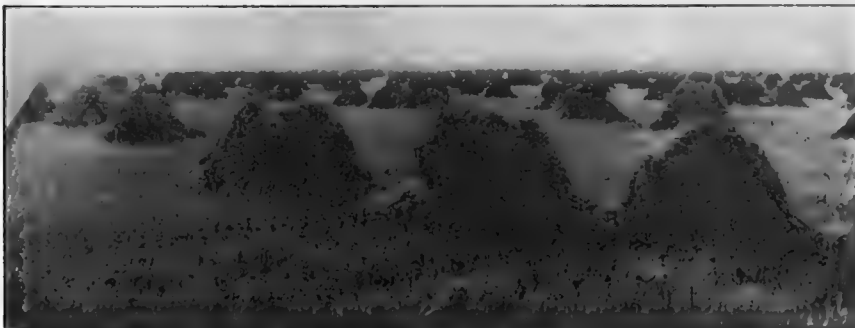
E. W. Beatty, chairman of the Canadian Pacific Railway, said in Toronto recently :

"The Peace River region appeals to me. It is a wonderful country, and is doing well. It is, like Ontario must have been 50 years ago, a veritable garden of rolling, wooded country, with its virgin soil hardly dented. One does not need to be a farmer or a grain expert to appreciate its possibilities and its appeal, just by looking at the beauty and obvious fertility of the region.

"The world's record for wheat yields is held by a Peace River farmer. Charles B. Anderson, in the Pouce Coupe district, had one 22 acre field in 1927 that produced 77.4 bushels to the acre of wheat. The wheat tested 64 lbs. to the bushel. This was after a loss from various causes, which was estimated at four bushels to the acre.

"In 1929, some fifty bushel fields were cut in Peace River, and the average yield will probably run about 25 bushels to the acre. Peace River has never had a crop failure.

"Steadily, grain shipments out of the Peace River country are increasing. The country is, however, not a one-crop area. Cattle, poultry and milch cows are there in abundance, although some farmers have found it impossible to withstand the easy money temptation afforded by wheat and have sold their cows and poultry. Peace River is ideal for mixed farming, but mixed farming on a large scale can hardly develop until urban communities develop and create larger nearby markets."



**Crops are one hundred per cent in the Western Peace**

# GAME ABOUNDS IN THE FAR WESTERN PEACE



As the Peace River enters the ranges of the Rocky Mountains, game abounds of all descriptions. The pictures above give a good idea of what the foothills of the Rockies contain. Mountains carpeted with flowers, moose, deer, fur and other animals, only to be reached by pack horse on the snow trails of the inner passes. It is a country which must appeal to the searcher for the open wilderness and the big game of the mountains.

Sir James Wood, vice president of the Imperial Bank of Canada, stated "that one of the greatest factors in changing Canada from a narrow strip 200 miles wide, stretching 3000 miles along the international boundary, is the development of mechanical contrivances, the railway first of all followed by hydro-electric power, the motor car, the airplane, and wireless communication. Without these the transformation of the great hinterland to the north must have been very slow.

He stated "great as are the movements indicated in the northern parts of Quebec, Ontario, Manitoba and Saskatchewan, they are eclipsed by the opening for settlement of the valley of the Peace River."

### **Last Great Area**

Here lies, he adds, a wide flung and fertile region, much of it even farther north than Fort Churchill, which comes forward as the last great area of fine farming land. "The area of this new land is estimated by the Dominion Government to be 47,000,000 acres, or about double the present cultivated area of the Province of Ontario. With the long daylight of the growing period, crops mature rapidly and produce yields even higher than those of the southern regions of the Canadian prairie.

"This is not a new region, as it has been known for a century, and 20 years ago there were enough people who believed in it to cause the construction of a railway from Edmonton into the heart of the country. The new thing consists in the conviction of a multitude of people, who were long sceptical, that the region is fit for agricultural settlement, and that it has such possibilities that it may some day be so important as to become a new province of the Canadian Federation."

### **Rapid Growth**

That his predictions were not far-fetched Sir James showed by quoting actual figures of progress. In the 19 months ending July last about 10,000 homesteads and other locations were taken up by new settlers, estimated to represent a new population of 30,000, or a little more than the whole population of the area at the end of 1927.



## **THE END OF THE TRAIL IN THE PEACE**

The Peace River proper ends at Findlay Forks, where superb mountain scenery replaces the fertile plains of the Peace. Here mining takes the place of the golden grain fields, and today fortunes are in the making. The mineralized area of the Findlay River is extensive, and is rapidly being proved up.

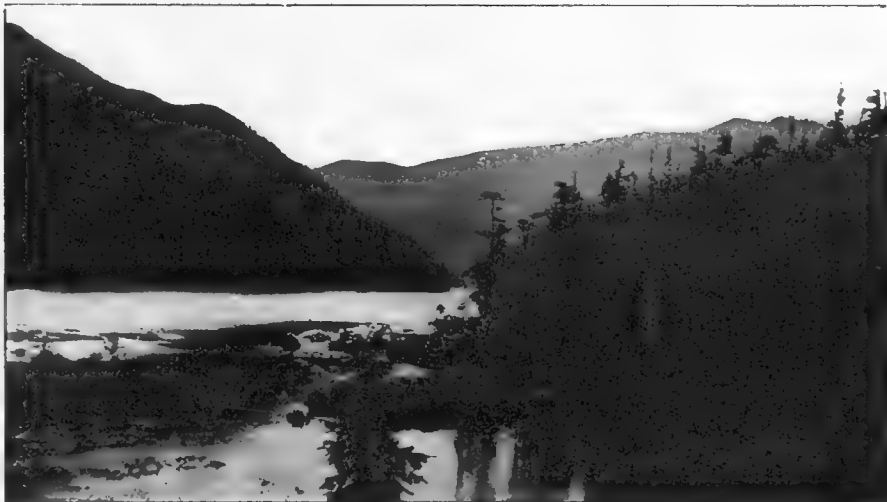
Gold on the Igenika, the Osalinka and the Findlay Rivers, iron and coal, with zinc ores and good oil prospects all stamp this part of the Peace as being worth while from an industrial point of view.

The prospects for future development are good. The opportunities many, and all interested in the future of the Peace; in a land where opportunity is awaiting those who venture are invited to get into communication with the Board of Trades of the various towns and settlements mentioned in this pamphlet.

The Peace River welcomes all—will assist all to the best of its ability in aiding them to take advantage of the wonderful and bounteous opportunities for home and comfort that the Peace presents to the pioneer of today.

An empire in the making is calling to all who are willing to assist in its making. It is surely well worth while to know the Peace as the garden, the wheat belt, the scenic and tourist centre of the next decade.

### **FINDLAY FORKS**



**The end of the trail**

THE EDMONTON COMMERCIAL "GRADS," WORLD'S BASKETBALL CHAMPIONS



Top, Left to Right—Margaret Kinney, Capt.; Elsie Benoie, J. Percy Page, Coach; Gladys Fry, Mildred McCormack. Lower, Left to Right—Doris Neale, Mae Brown, Margaret McBurney, Babe Belanger.



Top Left—Municipal Hospital, Grande Prairie. Top Right—Hotel, Fairview.  
Bottom Left—Spaulding Hotel, High Prairie. Bottom Right—Indian  
Mission, Lesser Slave Lake. The sheet metal work and plumbing on these  
buildings was done by Messrs. Lockerbie & Hole, Edmonton.



Headquarters in Northern Alberta of the Great West Saddlery Co., Limited, of  
Edmonton and Winnijeg.





Offices of the Edmonton Stockyards, Limited, Edmonton. The Edmonton stock yards cover a large area of land, is a major industry of Edmonton, and handles over seven million dollars of cattle and other stock yearly.

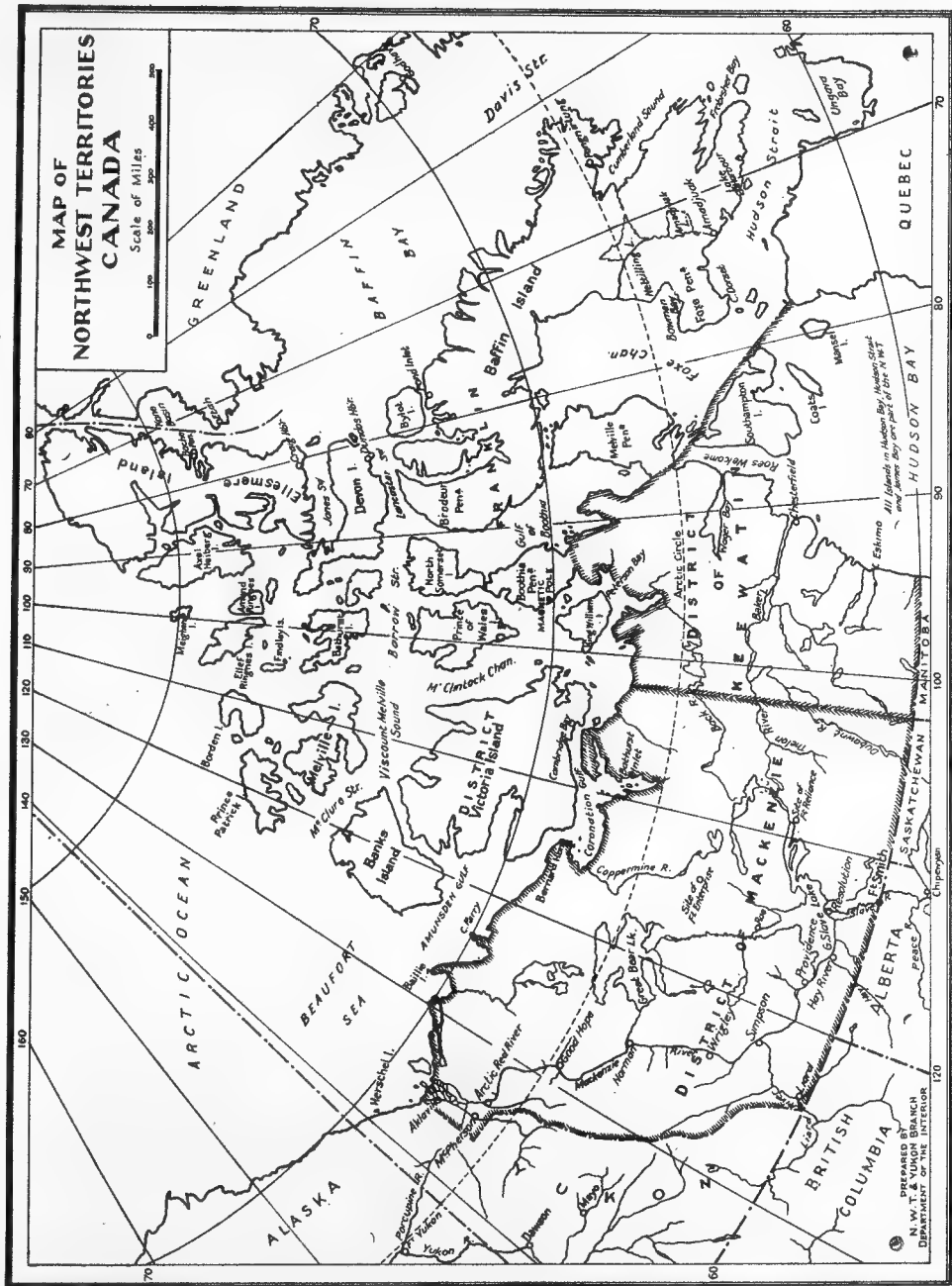


Edmonton offices and warehouses of the Advance Rumely Thresher Co., Inc., Edmonton.

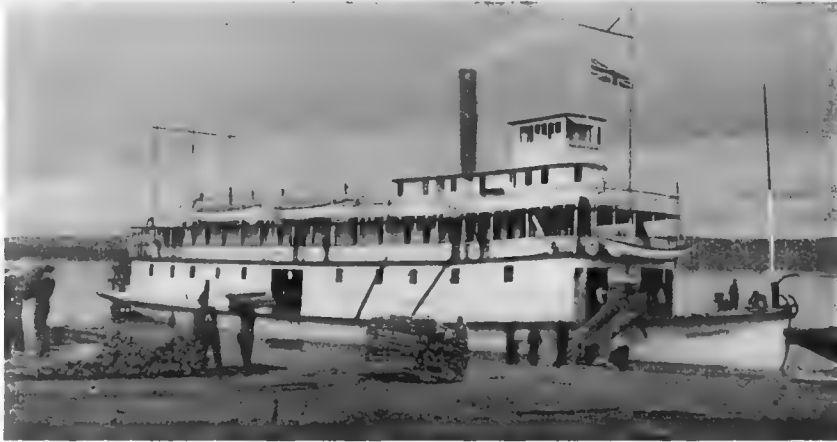


The offices and plant of the Woodland Dairy, Limited, manufacturers of Woodland butter and other dairy products.

# THE GREAT NEW NORTH



The Mackenzie River District of the North West Territories tributary to Edmonton embraces an area of 527,490 square miles. It is rich in timber, minerals, fur, oil, and other natural resources. It also, in the southern end, has many acres of agricultural lands.



The Hudson's Bay Company's SS "Distributor," which forms the connecting link by water, of Edmonton with the Arctic, from Fort Smith

### FROM EDMONTON TO THE ARCTIC

\* \* \*

A New Empire is being opened up down the Mackenzie,  
Slave and Athabasca Rivers

\* \* \*

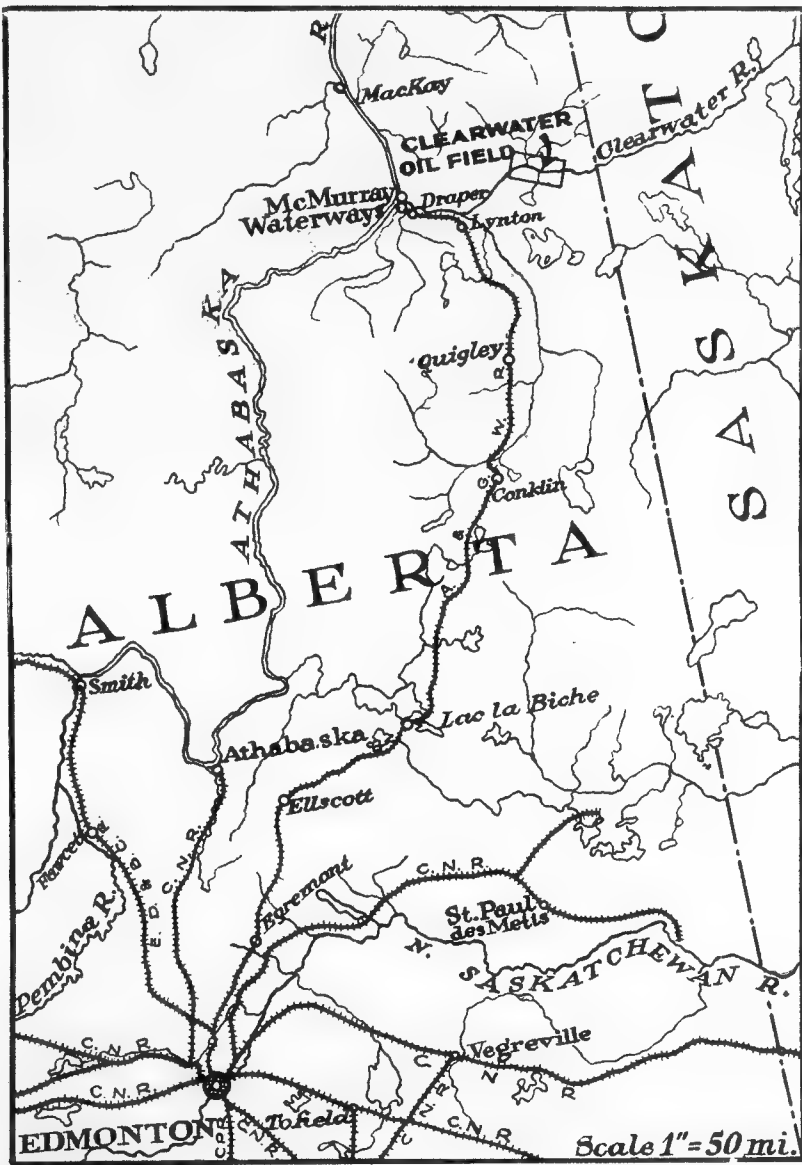
The unknown North is now being developed by means  
of the aeroplane, steamboat and prospector

\* \* \*

It is a New Empire in the Making.



The Majestic Ramparts—sentinels of the gateway of the Far North—where the mighty Mackenzie enters the Arctic Circle on its 1500 mile journey to the Arctic Ocean.



Lac La Biche, fishing and tourist centre on the Northern Alberta Railways.

## THE PORTAL TO THE NORTH



McMurray, where steel meets keel on the way to the New North.

McMurray is situated at the junction of the Athabasca with the Clearwater River, at the head of which much oil prospecting is now proceeding, the companies operating drills being Weyman Oils, Ltd, and the Waterways Oil Co., Ltd., an Edmonton concern.

McMurray is headquarters—300 miles north of Edmonton at the end of the Northern Alberta railway—for steamers operating on the great northern waterways.

It has many natural resources in the district surrounding it—tar sands suitable for oil extraction or road material, salt, arable lands.

It is headquarters for the aeroplane traffic down to the north. Four large aerial and mining companies using it as a base.

It connects both summer and winter with the Far North, and is becoming an important centre with the development of the Athabasca fisheries, minerals and the tar sands. Address enquiries to Board of Trade, McMurray, Alberta.

## A POTENTIAL SUPPLY OF OIL



The tar sands of Alberta, covering over 2000 square miles of territory, now under development by several companies

## FREIGHTERS OF THE NORTH

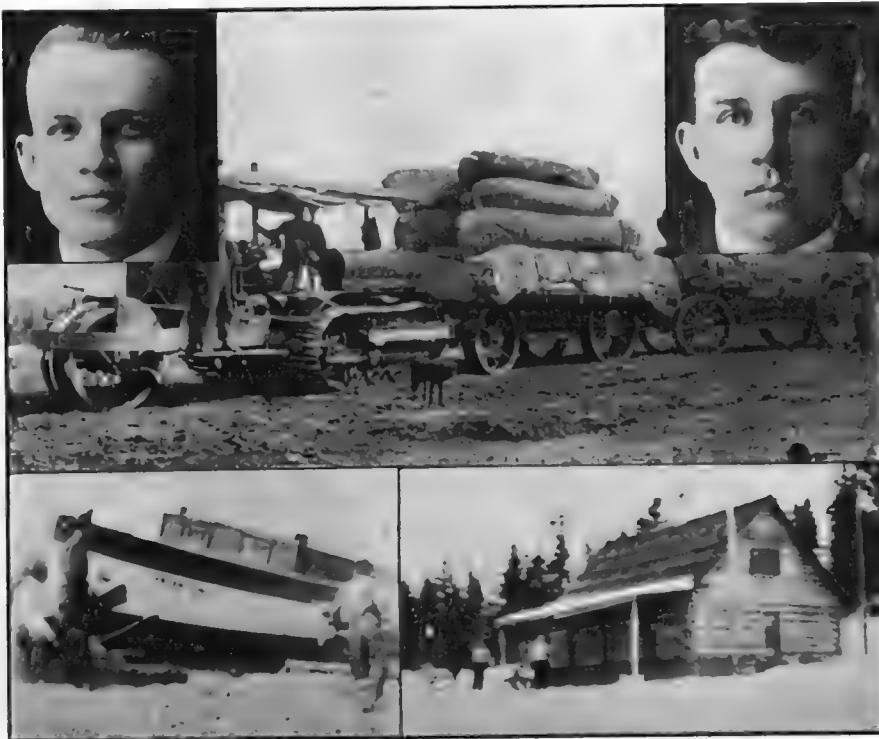
Ryan Bros., with headquarters at McMurray, operate a freighting service over the Smith portage, 16 miles in length, between Fort Fitzgerald and Smith.

Every ton of freight going north has to cross this portage owing to the rapids of the Slave River, and even heavy boats and scows are transported across under the efficient service presented by Ryan Bros.

The company has several depots on the route, equipped with electric light, machine shops and repair sheds. Has a complete equipment of horses, tractors and passenger cars. Raises some six hundred tons of hay yearly at its ranch on the Slave River, in addition to wheat, oats, vegetables and cattle. Has a coal, wood, and teaming business at McMurray.

Prior to the advent of the mail plane, it handled the entire mail service for the north by dog team in the winter time, making regular and punctual trips to the northern posts.

Freight commences to arrive at McMurray early in the spring and upon the opening of navigation on the Athabasca River in May, is shipped by steamer from McMurray to Fort Fitzgerald. Here it is stored in huge warehouses, and the tremendous task of transporting it across the 16 mile portage is commenced. By the middle of June the first boat bound for the Far North and the Arctic is loaded, the Ryan outfit working night and day to keep a steady stream of freight going across the portage. Time, all important in the navigation of the Meckenzie, controls the moving of the freight.



Top Left—M. Ryan. Top Right—P. Ryan. Centre—Moving freight over the Smith portage. Lower Left—Launching a boat at Smith after the haul across the portage. Lower Right—Half-way house at the Smith portage.





**Government Headquarters at Fort Smith, 600 miles north of Edmonton.**

For hundreds of years the New North of the Mackenzie has been looked upon as the stamping ground only of fur dealers, traders, Indians and Eskimos.

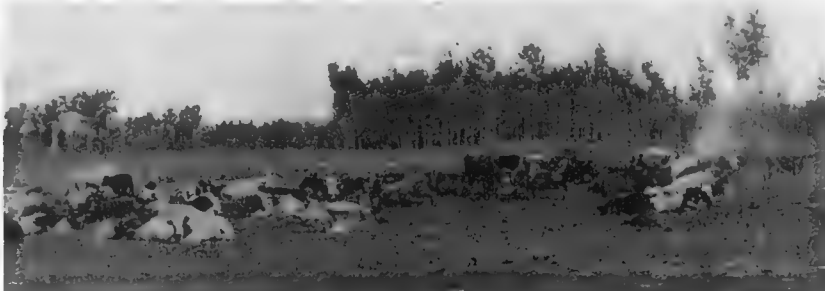
Today it is fast being recognized as a tremendous potential area for mining, agricultural, oil, timber, fishing and other development.

The centre of government is at Fort Smith, where a commissioner supervises the whole area of the Mackenzie River Basin.

#### **Opinion of an Expert**

Dr. C. V. Corless, well known authority in mining circles, has this to say concerning the North: "Nothing could bring greater benefit to the agricultural industry of the West than the development of a flourishing mineral industry with its large sums of circulating capital, energizing the economic system in all directions. Such sound development would provide a ready, nearby demand for the products of the farm, which are now so seriously hampered both by the remoteness of markets and by the limited variety of those products which can stand the present long transportation cost."

He adds: "Nor would anything quicken the activities of western towns and cities more than the opportunity to supply the many other needs of a flourishing mineral industry."



**Herd of cattle at Fort Smith—Plenty of grazing areas help to rear fat cattle.**



**The Hudson's Bay Co. Post at Fort Smith, remodelled by R. H. Trouth & Co., Limited, contractors, Edmonton. This is a type of the many posts of the Hudson's Bay Company at various points on the Mackenzie, the remodelling of which has been done by R. H. Trouth & Co., Limited.**

The area can roughly be divided as to development as under:  
From Edmonton to Athabasca or Waterways, much farming land is available, and this belt extends to a certain extent as far north as Fort Smith, or even Great Slave Lake, nearly 1000 miles north.

In addition, this area contains minerals, oil, tar sands, salt, coal, and other natural resources.

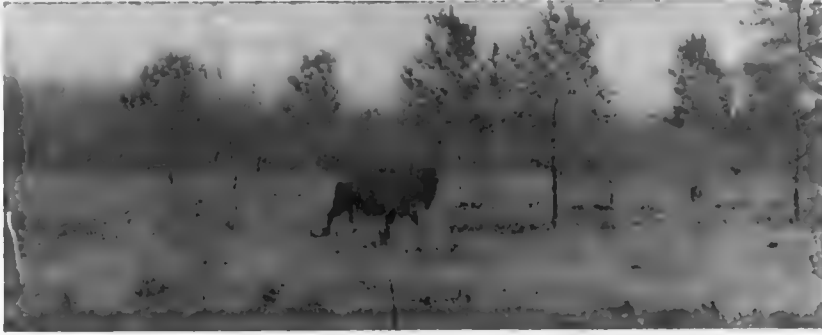
From Fort Smith, the distance to the Arctic is roughly 1300 miles by the river route. This area has much timber, fisheries, mineralized districts, game and fur.

Transportation at present is by rail to Waterways, and then by steamer in the summer time down the Athabasca, the Slave and the Mackenzie rivers. In addition, regular aero plane service is available.

It is stated officially that great things are expected in the way of mineral development in the district tributary to the Mackenzie, and this is borne out by the fact that many of the large mining corporations of Canada are actively exploring the field.



**Lake Athabasca trout, famed for quality and taste.**



**Wood Buffalo, the last remnant in a wild state of the millions of buffalo which formerly roamed the prairies**

The Slave River Buffalo Reserve at Fort Smith has been set apart as a game sanctuary and comprises some 20,000 square miles. It has splendid grazing areas, and the excess herd from the Wainwright Buffalo Park is being shipped to this sanctuary, where the majestic wood buffalo exists in a wild state. The shipment of the Wainwright buffalo has been a complete success and the herd is rapidly increasing and improving in quality and size.

The herd requires little or no attention, excepting only the furnishing of protection during the breeding season from wolves and other predatory animals.

The buffalo are in a completely wild state, living off the succulent grasses of the ranges both winter and summer.

Rangers are stationed at various points, with established telephone communication, and roads. A good road extends from Fort Smith into the park areas.

#### **SHIPPING WAINWRIGHT BUFFALO TO THE NEW HOME**



**Top—Buffalo on the ranges at Wainwright Game Reserve. Lower Left—Ferry across the Salt River in the Northern Game Reserve. Lower Right—Buffalo at McMurray ready for shipment down river.**

# THE MAIL PLANES OF THE NORTH



Top Left—Commercial Airways planes at winter base, McMurray. Top Centre—W. R. May (Wop), Chief Pilot Commercial Airways Limited.  
 Top Right—Commercial Airways plane on the Mackenzie, winter mail service. Bottom Left—Commercial Airways "Bellanca" plane  
 in flight en route north with mail. Lower Centre—Commercial Airways "Bellanca" plane at the Edmonton airport. Bottom Centre  
 —Leaving McMurray, northbound. Bottom Right—Three air mail planes equipped with floats at McMurray air base.

## DOWN NORTH BY MAIL PLANE

The tremendous amount of time saved in travelling by aeroplane has created a demand for a regular aeroplane service from Edmonton, and the Commercial Airways, Ltd., an Edmonton company, have a fleet of four planes making regular trips to Aklavik and other river points on the Mackenzie, also trips to various points in the Peace River. These planes, in addition, carry the mails under contract with the Post Office Department. The machines are well equipped in every way and are handled by skilled pilots, the chief pilot being W. R. (Wop) May, winner of the McKee trophy for 1929. The chief bases operated from are at Fort McMurray, Fort Resolution, in the North West Territories, and at Peace River and Edmonton in Alberta. The mail routes operated under contract are from Fort McMurray to Aklavik and from Peace River to Fort Vermilion, and a regular service has been steadily maintained by the Commercial Airways fleet. In addition, the company carries on a general air freighting and passenger service, with planes available for charter to any part of Western Canada.

Travelling by air enables the trip north to be made in hours where days are consumed by other means. Hunting parties with only a fixed period of time to spare from business can get on the ground in the well known game fields of the north in very short time by using aeroplane service, and its regularity enables proper plans to be made by those going in as to trip duration.

The expense of travelling by plane is no greater than by steamboat, the usual method, for so much time is saved en route as to more than offset any extra charge there might be. The rates charged to Fort McMurray are: From Aklavik \$340, from Fort McPherson \$330, Arctic Red River \$320, Good Hope \$270, Fort Norman \$230, Fort Wrigley \$190, Fort Simpson \$150, Fort Providence \$115, Hay River \$95, Fort Resolution \$75, Fort Smith \$50, Fort Fitzgerald \$50, Fort Chipweyan \$25. These rates are for ordinary schedule flights. Baggage up to 30 lbs. per passenger is carried free, with a charge made at regular freight rates for excess. Northbound rates are slightly higher.

The head office of the company is at Edmonton, Alberta.



Mail planes loading at McMurray for the long winter flight to Aklavik.



Scattered trading posts along the Mackenzie represent the first march of civilization into the North. Top Left—Yellow Knife Settlement, near Great Slave Lake. Top Right—Fishing Camp at Hay River post. Centre Left—Fort Resolution, a coming mining town. Centre Right—Arctic Red River. Bottom Left—Edmonton built boats at Aklavik. Bottom Right—Aklavik, on the edge of the Arctic.



Rat River, where the Yukon trail links up the Mackenzie with the Yukon.

## DISTANCES, EDMONTON TO THE ARCTIC

### Edmonton to Fort Smith—Athabasca River Route

	Miles
Edmonton to Waterways, via rail.....	300
Waterways to McMurray, via Clearwater River.....	3
McMurray to Chipewyan, via Athabasca River and Lake Athabasca.....	193
Chipewyan to Fitzgerald, via Rocher and Slave Rivers.....	93
Fitzgerald to Fort Smith, via portage.....	16
<b>Total</b> .....	<b>605</b>

### Peace River Route

Edmonton to Peace River, via rail.....	316
Peace River to Vermilion Chutes (head) via Peace River.....	300
Vermilion Chutes portage.....	4
Vermilion Chutes (foot) to Fitzgerald, via Peace and Slave Rivers.....	275
Fitzgerald to Fort Smith, via portage.....	16
<b>Total</b> .....	<b>911</b>

### Fort Smith to Northern Points

Fort Smith to Resolution, via Slave River and Great Slave Lake.....	203
(Side trip—Resolution to Rae via Great Slave Lake, 150 miles).	
(Side trip—Resolution to site of Fort Reliance via Great Slave Lake, 230 miles).	
Resolution to Hay River, via Great Slave Lake.....	75
Hay River to Providence, via Great Slave Lake and Mackenzie River.....	78
Providence to Simpson, via Mackenzie River.....	156
(Side trip—Simpson to Laird, via Laird River, 190 miles).	
Simpson to Wrigley, via Mackenzie River.....	152
Wrigley to Norman, via Meckenzie River.....	150
(Side trip—Norman to Great Bear Lake, via Bear River, 75 miles).	
Norman to Good Hope, via Mackenzie River.....	171
Good Hope to Arctic Red River, via Mackenzie River.....	214
(Side trip—Arctic Red River to McPherson, via Mackenzie and Peel Rivers, 55 miles).	
Arctic Red River to Aklavik, via Mackenzie River.....	98
<b>Total—Fort Smith to Aklavik</b> .....	<b>1,297</b>
Aklavik to Arctic Coast.....	60
Aklavik to Shingle Point, Y.T.....	110
Aklavik to Herschel Island, Y.T.....	175
Aklavik to Kittigazuit.....	169



Indians at Fort Norman



### BACK OF THE GREAT BEYOND—PROSPECTING ON THE WAY

Prospecting is carried on in the North by means of aeroplanes to designated bases in each district. Thence prospectors travel by either water or across country with pack dogs, covering the country on the ground after an aerial survey has found possible and favorable formations.

The leading companies operating in the northern field are: Dominion Explorers, Ltd., Northern Aerial Mineral Exploration Co., Ltd., and the Consolidated Mining and Exploration Co., Ltd. In addition, many smaller companies are in the field, and also individual prospectors.



Top Left—Diamond drill on the Slave River. Top Right—A prospecting outfit in the hills on the Mackenzie Divide (Peel River). Centre Left—Bare and barren, but rich in minerals. Centre Right—Staking claims. Lower—Dominion explorers' party getting ready for the hills after landing at Fort Norman.

ON THE SOUTH NAHANNI RIVER



Virginia Falls. These Falls were explored in 1898 by Fenley Hunter, Long Island, New York, U.S.A. They have a drop of 315 feet, and are located on the South Nahanni River, 122 miles above its junction with the Laird River, a tributary of the Mackenzie River, coming in at Fort Simpson.

## "BIRDMEN OF THE NORTH"



The new era of Northern transportation operated by Western Canada Airways Limited.  
 Left Top—Plane on Mackenzie River. Centre—C. H. Dickens ("Punch") Pilot Superintendent Western Canada Airways Mackenzie River Area. Right—McMurray, base of operations.  
 Left Lower—Western Canada machine and Pilot C. H. Dickens on Great Bear Lake. Centre—Passengers on Western Canada plane en route North. Right—Western Canada Airways aerial engineer, Bill Taft.  
 In winter time regular flights are made to the Far North on skis. In Summer, floats are used.

## THE AEROPLANE IN THE NORTH

A judicial party were enroute to Aklavik where the usual yearly court was to be held. Even in the case of justice, when travelling in the far North, the party to administer the same must be self-contained, and so the judge, prosecuting counsel, defending counsel and court stenographer were on the SS "Distributor" travelling to Aklavik on the shore of the Arctic ocean. One of the counsel fell sick. He had to be left behind in the little hospital at Fort Smith. His place had to be filled by another. In years before the advent of the plane, this would have meant the cancellation of the whole trip, and another year's delay in giving a fair British trial to the prisoner. It would also have meant thousands of dollars lost to the revenue of Canada for dispensation of justice in the Arctic is no inexpensive affair.

But things have changed, in no time the wireless was working, announcing the departure of another lawyer from Edmonton by Western Canada airplane, and so, with the crescendo hum of the whirring plane, as it was gracefully brought down like a bird, to settle on the Mackenzie River near Fort Norman, with a swift taxiing into the shore where the steamer had tied up, a new passenger comes aboard—it is the lawyer for the defence in a case which meant a trial for life itself at Aklavik in the far North.

This case is mentioned simply to illustrate the value of the aeroplane to the cause of northern communication. The boat had left Fort Smith over a week before, yet it had not completed three quarters of the long journey to the Arctic when C. H. Dickens ("Punch"), pilot for Western Canada Airways, dropped alongside the boat with his passenger, who simply stepped on board. With a twist of the propeller, Dickens was off on the long return trip to Edmonton. The judicial party was once more complete. Three farewell blasts of the steamer syren announced the resumption of the journey north.

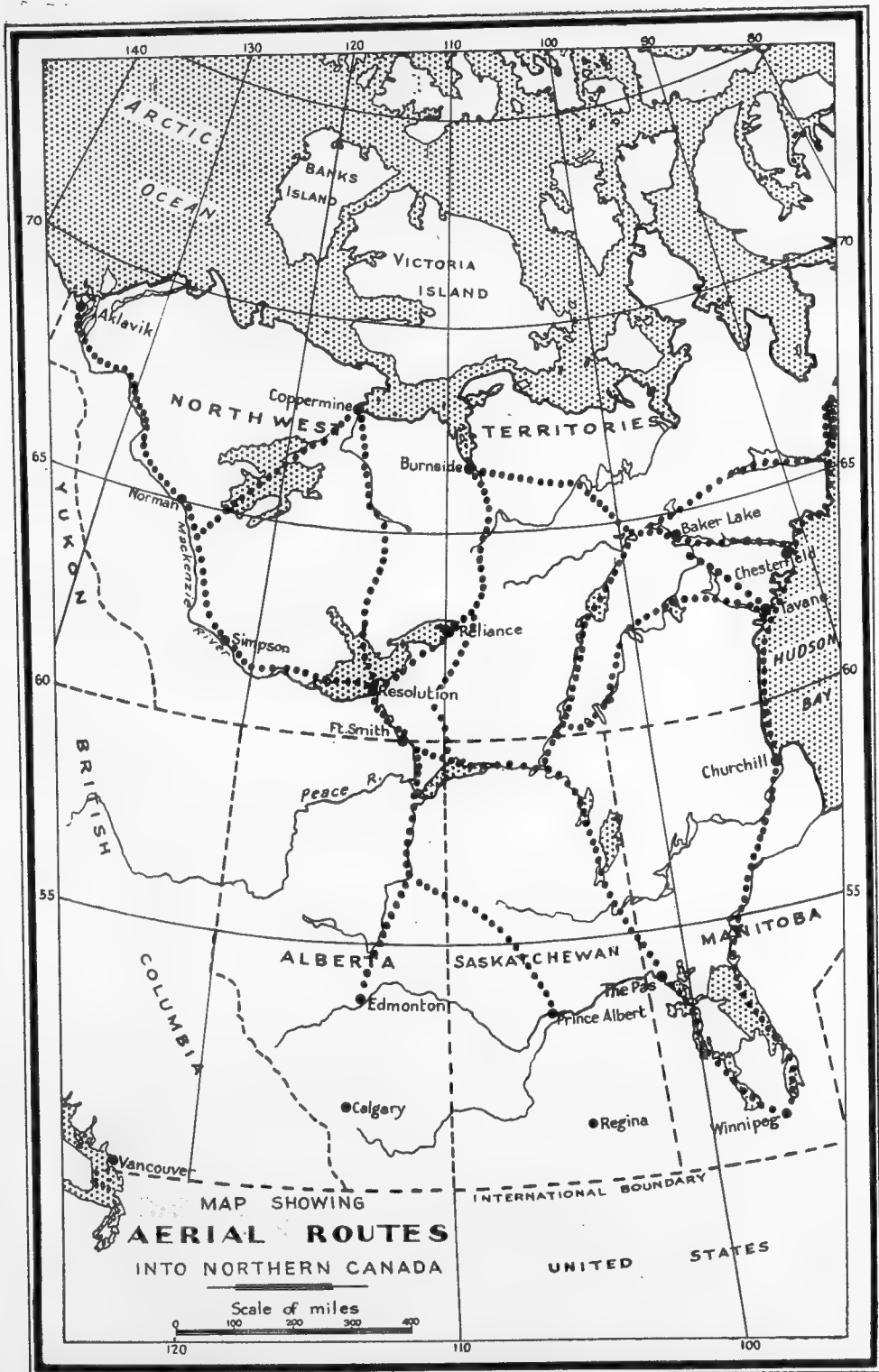
Today in the North, the trapper, the trader with his fur cargo, the government official and the missionary, all use the aeroplane. From experience they know it is safe, speedy and cheaper than the long trip by boat or by dog team. Where a trip to Edmonton in the past was one to be considered seriously, today it's a commonplace.

### Pioneers of the Air in the Far North West

Without a doubt the palm for being pioneers of the air in the North and the West must go to Western Canada Airways and its efficient pilots. Thousands of miles have been flown without an accident of import. Still more thousands of miles of rescue work; lost explorers, sick people—in fair weather or foul, is the record of the Western "birdmen" of Canada. Through stress and storm the plane wings its way, handled by experienced pilots, landing safely; always carrying on; and so transportation, speedy and quick, has been brought to the North.

In future years history will show that the era of development of the great northlands of Western Canada commenced with the advent of the plane. The plane has revolutionized transportation in the North. It has brought distance to the door of civilization. It has been tried and not found wanting.

The first commercial trip into the Arctic was made by Western Canada planes, the first rescue party on a large scale was headed by Western Canada planes, the whirr of a Western Canada



plane has often been anxiously watched for in the North, and today the cry of "steamboat" so often heard at Hudson's Bay Posts in the far North has been replaced by the shout of "aeroplane!"

#### **The Men in Charge**

Western Canada Airways' main base for northern territory out of Edmonton, is McMurray, at the end of the Northern Alberta Railway. From here planes are despatched, as required, to all points of the compass. Properly equipped hangars and machine shops ensure perfection of operation. Experienced and skilled pilots, capable of navigating anywhere, through the wild lands of the Arctic or the low hanging fogs of the Mackenzie, are in charge as the plane soars high on skis in the winter or floats in the summer. Only for two short periods of the year when long flights leave summer weather with open water at one end and find snow and ice conditions at the other, is there a break in the service. At all other times, no matter for what service, there is always a plane available.

Gas caches at selected points ensure a plentiful fuel supply. Each plane is equipped with a full supply of emergency rations sufficient, if necessary (although the necessity has never arisen) to carry a crew and passengers over a danger period. Snug cabins afford protection from wind and storm, and up-to-date instruments ensure perfection in direction. Western Canada planes were the first to reach many points along the Arctic coast—the first to give the astounded Eskimos at Aklavik their first "bird ride" and the first to cause the northern natives to seriously enquire at the Hudson's Bay post: "Those white men's birds? How much in trade?" For they too, wish to follow the trap line, to hunt the caribou, to bring home the squaw and the papoose on the wings of the "white man's bird" that flies so safely and surely in all weathers.

#### **The Key to the North**

So it can be safely said, the aeroplane is the key that is opening up to posterity the great new empire of the Canadian Far North West. It is flinging back the barriers of the Barren Lands, combating the muskeg, the flies and hardships of the North and carrying hardy pioneers in safety and comfort not conceivably possible in the days when the only means of travel available were the dog team and the canoe.



**Waterfront at Fort Smith**



Top—Fish carrier. Left—Fish Camp. Right—Fishing through the ice. Centre  
—National Fish Foods Ltd. office and storage plant, Edmonton. Lower  
Left—Bringing in fish off frozen lakes by tractors. Bottom—Fish camp  
depot, Lake Athabasca.



## THE FISHERIES OF THE NORTH

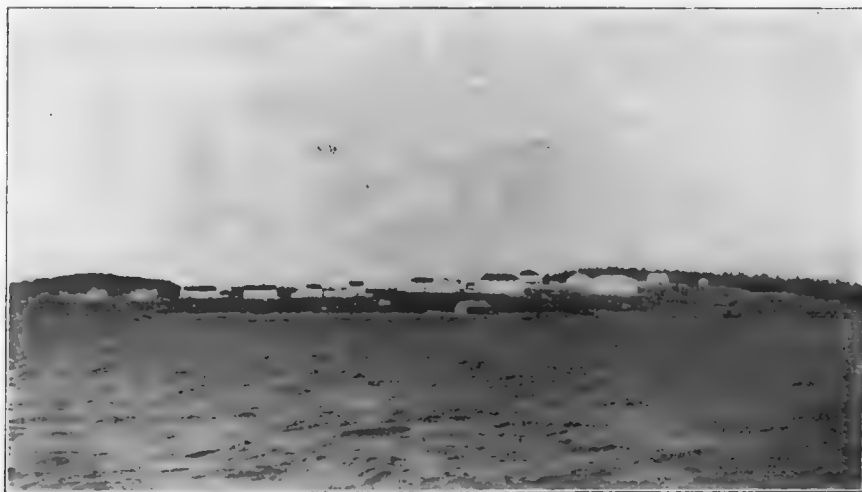
Commercial fishing in the lakes of Northern Alberta is a thriving industry of importance, with large capital invested in boats, warehouses, cold storage and other equipment.

The chief centre of operations is Lake Athabasca, where the National Fish Foods Limited, a recent merger of several well known Alberta fish companies, plan to operate on an extensive scale. This lake teems with superb lake trout and whitefish, which are the main products sought after. Athabasca Lake is a lake with a large area in which cold waters produce fish of exceptional quality and firmness. The chief market for the same is in the East and also the United States.

Fish boats land their catches at receiving depots on the lake. The fish is then packed in ice and transported by barge two hundred miles up the Athabasca River south to Waterways, where it is again loaded into refrigerator cars of the Northern Alberta Railways for its final destination. Notwithstanding the long haul to rail, cold storage and other features enable it to be landed in perfect condition on the eastern markets, where it commands a good price.

In addition to the Athabasca Lake fisheries, this company also operates at Lac La Biche, some 120 miles north of Edmonton, and at Lesser Slave Lake, near the Peace River. At the latter lakes the principal catch is whitefish and pickerel.

The National Fish Foods Limited is a new corporation, with which is consolidated the Clarke Fisheries at Lake La Biche, the Johnson Fisheries Ltd., Edmonton, and the Athabasca Lake Fisheries, Ltd., operating on Lake Athabasca. In addition, Associated Fisheries Limited, the Cooperative Fishermen's Association is also a part of the merger. The financial agent of the company is A. S. Matheson, well known broker in Edmonton. The company has a fleet of approximately 40 boats, employs about 600 men, and has well equipped warehouses. It also has three scows fitted with cold storage for river navigation and a lumber mill for the making of its own boxes, situate on the Athabasca River, at the mouth of the Embarrass River.



Fort Chipweyan on Lake Athabasca



**The Gravel River as it rushes through the foothills of the Rockies to join the Mackenzie River**



**A gypsum deposit on the Peace River**

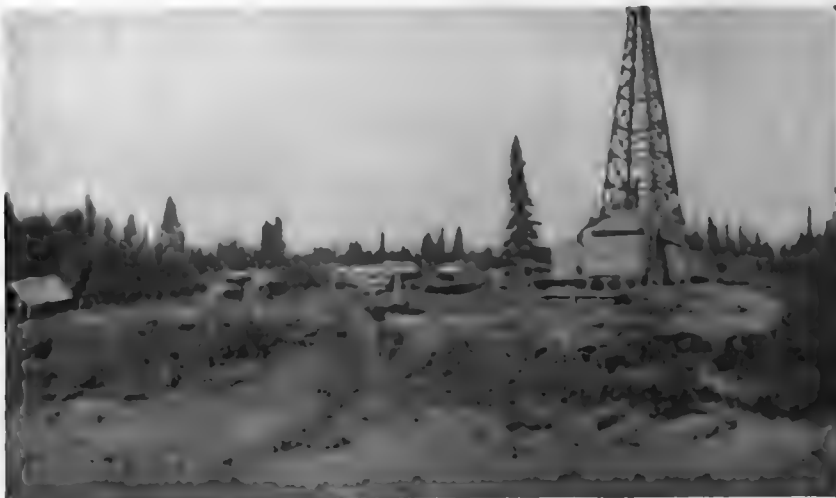
## **MINES AND OILS**



**Lead zinc ore outcrops near Great Slave Lake**

### **OIL ON THE MACKENZIE**

"There are two Oklahomas on the Mackenzie River" was the verdict of a prominent oil geologist last year, commenting on the Fort Norman oil showings. He added that without a doubt the area of the Mackenzie River was one vast oil strata, the largest in the world. Oil has been discovered and wells operated by the Imperial Oil Co. at Fort Norman. Lack of transportation is the chief reason further development has not taken place, but in the opinion of the president of the Imperial Oil Co. Ltd. of Canada, a reserve has been established in this area of tremendous import to the future oil requirements of America.



**Imperial Oil Ltd. derrick near Fort Norman**



**Top—Saw mill at Fort Resolution. Lower—Timber on the Mackenzie River**



**Fort McPherson, where the Yukon trail starts**



**Fort Simpson waterfront**

### **THE MINING FIELD**

In addition to a fairly well known field of possible mineralized area extending along the shores of Lake Athabasca, and which have been reported on by the University of Alberta, the areas of Great Slave Lake have developed to a sufficient extent to warrant actual prospecting development. At Dawson Point, 45 miles from Fort Resolution on Great Slave Lake, a lead zinc property is being diamond drilled and developed. It is stated that this property has all the earmarks of tremendous extent and value, and some of the best known mining companies in Canada are in this field.

To the east end of Slave Lake, several other properties are in course of development. Many other discoveries were made north of the Lake last year over towards Great Bear Lake and the Coppermine River, and active development may take place.

All geologists and mining men are favorably impressed with the mineral indications of this huge territory, but owing to lack of transportation, difficulties of climate, it must take several years before this country can be developed to the point of other parts of Canada's mineral belt.

It can safely be assumed that Nature when it distributed the Pre-Cambrian shield over Northern Canada was not interested in placing all the mineralized sections in Ontario and Manitoba. The western and northern end must of necessity be equally as rich as the Pre-Cambrians of Ontario which have produced millions in gold and silver.



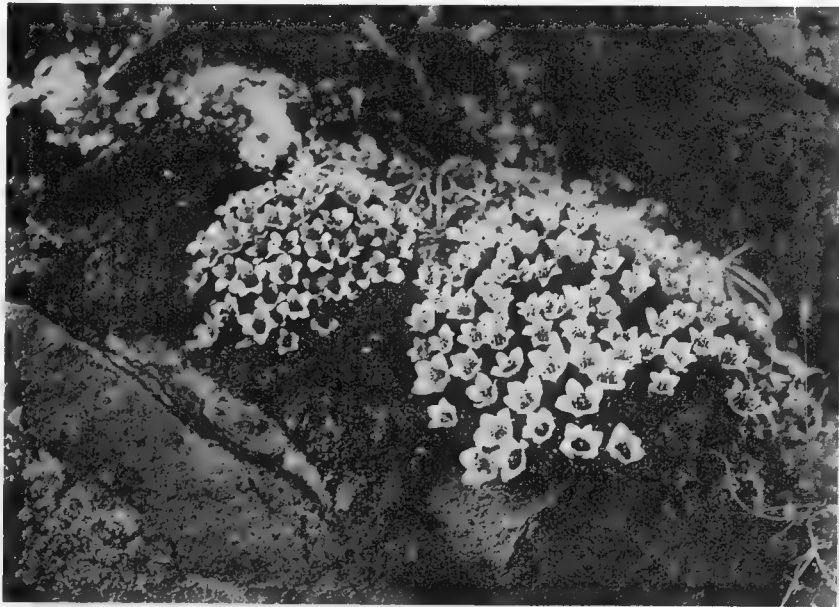
**A fine catch of fish on Great Bear Lake**

**WHERE GREAT RIVERS MEET**



**The junction of the Gravel River with the Mackenzie**

**FLOWERS BLOOM EVERYWHERE**



**A mass of color—Arctic flowers on the barrens**

#### **CARIBOU ON THE NORTHERN TUNDRA**



#### **GAME AND FUR ABOUNDS**

Large numbers of caribou annually migrate across the country. Musk ox, grizzly and mountain sheep are found in some areas, whilst fur of all descriptions, amongst them white and silver fox, marten, mink, otter, wolverine and other fur exist along the many rivers and watercourses of the Mackenzie River area. Fur is a major industry of the present day in the North, and over a million and a half of fur is yearly shipped out through Edmonton to the markets of the world.



**Musk Oxen on the Arctic Slope**



FAR FLUNG POSTS ARE MANY



Fort Good Hope, on the edge of the Arctic Circle



A garden of potatoes, Fort Good Hope



Tundra lands and water in the North, where caribou feed

## THE NEW NORTH

The publication of this booklet on Edmonton and the North has been made possible by the cooperation of the undernoted, which cooperation is gratefully acknowledged by the publishers.

The Government of Alberta.

Swift, Canadian Limited, manufacturers of meat products.

The Edmonton City Dairy Co., Ltd., manfrs. of Velvet ice cream, Edmonton.

Ryan Bros., transport agents, Fort Smith.

Oliver Limited, manufacturers of Oliver tractors for farm use, Edmonton.

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Western Canada Airways Limited, northern aerial transport, Edmonton and Winnipeg.

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J. C. McIntyre, manufacturer R. & S. Powders, Edmonton.

McLennan & Co., commission agents, Edmonton.

Henderson Signs, Limited, Edmonton.

Ogilvie Flour Mills, Limited, Edmonton.

## CONCLUSION

The illustrations in this booklet vividly show the wonderful and varied resources and opportunities of the Peace and Mackenzie River areas. The agricultural possibilities of the Peace are proved by the constantly increasing shipments of grain and other produce from that area; by the rapid extension of railway communication and projected surveys of still further extensions; by the steady flow of population into the territory, eager to take up land to such an extent that the population has more than doubled in the last few years; by the fact that highway communication has now been established with Edmonton and the south, with a consequent flow of motor traffic into this area. The valley of the Mackenzie River is especially receiving attention from mining and exploratory companies. Drilling and development is proceeding apace upon many properties and millions of dollars are being expended in developing the prospective mineral areas of this new empire.

"Onward to the Arctic"



Dogs carry on over the great Arctic Divide towards the still further unknown North

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